

THE

# Laundry Journal

A REUBEN H. DONNELLEY PUBLICATION

MAY 1961

SERVING  
PROFESSIONAL  
LAUNDRY  
MANAGEMENT

Peggy Dwyier says "Pack  
more value into laundry bundles"  
see page 20

Hartford's new law  
permits unattended operations  
see page 30

On high-speed solvent,  
a new sheet feeder and paper  
blankets see pages 38, 39, 42

Southern Service builds \$1,000,000 plant . . . . . p. 24

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Why LCATA will run regional exhibits . . . . . p. 52



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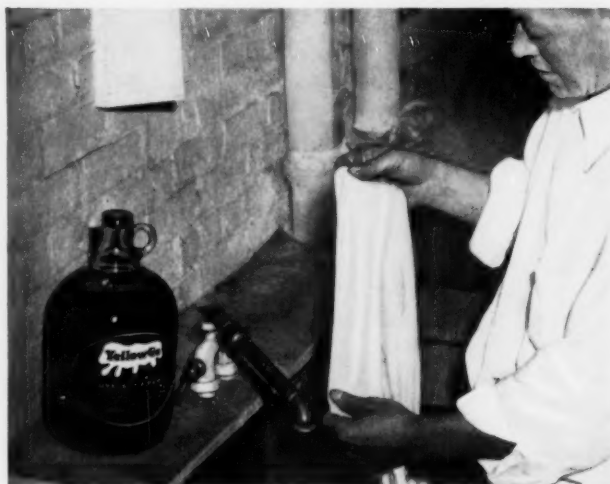
3

4

**For positive stripping action every time**

**use YellowGo®**

*... the stripper with reserve power*



No matter the color, no matter the fabric — *YellowGo* has what it takes to handle the toughest dye stains and fugitive color runs. Highly concentrated, *YellowGo* gives you the *reserve power* you need for hard-to-strip jobs . . . yet costs you less to use on run-of-mill jobs because you use less of it than weak imitations. *YellowGo* works cold too — enables you to control its action for maximum safety to colored articles. And you can use it safely in *any* washwheel — monel, stainless or wood — as well as in tub or crock. *YellowGo* comes in quarts, gallons and carboys . . . order some today from your jobber.

Ask about Wilson's **new**  
**Laundryman's Stain Removal**  
**Kit**...contains **YellowGo** and five  
other needed stain removal aids

**A. L. WILSON CHEMICAL CO.**  
KEARNY, NEW JERSEY



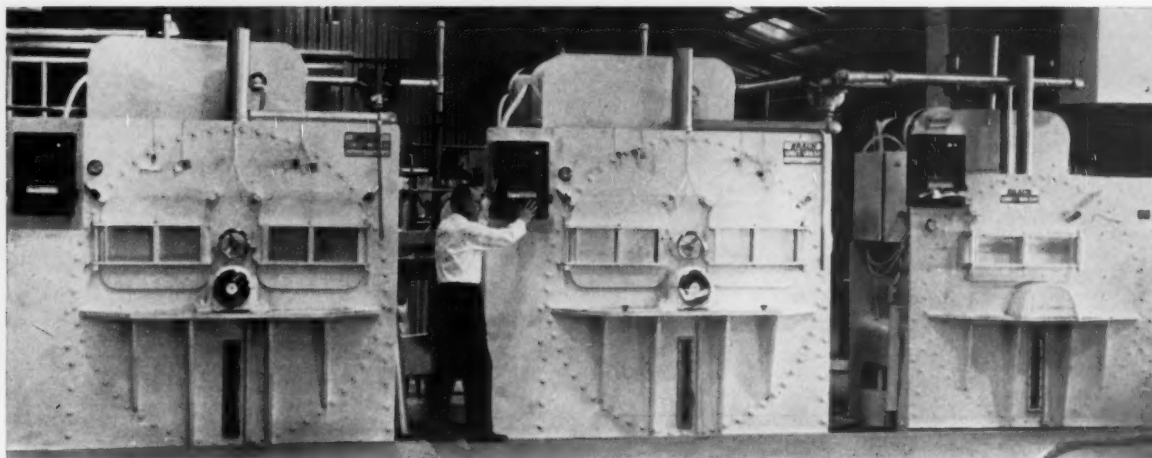
*are our only business*

# BRAUN

UNIT - WASH

# Washer-Extractor

## Hits Peak Production in Limited Work Area



Installation of two 600 and one 400 BRAUN Washer-Extractor Units in Desert Hand Laundry, Palm Springs, Calif.

## GREATER VOLUME in $\frac{1}{3}$ the SPACE

Maximum performance in minimum space is another outstanding feature of BRAUN Washer-Extractors.

At the Desert Hand Laundry in Palm Springs, three units produce over 3,000 pounds of wash per hour in less than a 30-foot area—or, 100 pounds per lineal foot per hour.

Other installations would require three times as much floor space to produce the same volume. Substantial savings in labor, materials and time are also realized.

Commercial laundries, hampered by cramped quarters, find that BRAUN can economically solve the problem.

**Over 1,200 installations—Processing over 10,000,000 lbs. per week.**

## G. A. BRAUN, INC.

**OUR ONLY  
BUSINESS IS  
WASHER-  
EXTRACTORS**



*Pioneer in Automation*

461 E. Brighton Ave., Syracuse, N. Y.

## NEW LEASE PLAN

available to all qualified commercial, institutional, diaper, linen supply laundries. Short or long term to meet your needs.

### MOST COMPLETE RANGE OF WASHER-EXTRACTORS

60	250-275
100	300-325
200	375-400
	600-650

THE LAUNDRY JOURNAL, May, 1961. Published monthly by the Magazine Publishing Division of The Reuben H. Donnelley Corp. Executive and Editorial Office: 466 Lexington Ave., New York 17, N. Y. Publication Office: 109 West Chestnut Street, Lancaster, Pa. Subscription rates: United States and Canada, \$4.00; Foreign, \$6.00 per year. Volume 68, No. 5. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.



# SAVE \$414 per truck IN THE FIRST YEAR! NEW FORD ECONOLINE VANS

Now, you can save \$312 to \$433 in price\* alone on a Ford Econoline Van compared to old-style half-ton panels. In addition, you can save over \$100 every 16,000 miles you drive!

These savings come with a man-size truck. The Econoline's cab-forward design with welded "body-frame" gives bridge-like strength and reduces dead weight to haul a full  $\frac{3}{4}$ -ton. Only 14 feet overall, Ford Econolines are nimble in traffic, easy to park, need less garage space. Big 4-ft. door opening (both curbside and rear) and level cargo floor provide new loading ease . . . new load workability.

**Special Note To Pickup Owners:** Now, you can protect your loads from weather and theft with an Econoline Van . . . yet, pay less\* than for most conventional  $\frac{1}{2}$ -ton pickups. And you can get the same \$102 savings on operating expenses as shown at the right.

\*Based on a comparison of latest available manufacturers' suggested retail prices





## HERE'S HOW YOU SAVE

### SAVINGS ON OPERATING EXPENSES EVERY YEAR!

**GAS**—Econoline trucks can give 30% better gas mileage than conventional ½-tonners. Figuring 16,000 miles per year at prevailing gas prices, you save.....

**\$70**

**OIL**—Crankcase capacity is only 3½ quarts instead of 5 quarts, and the recommended oil change interval is 4,000 miles versus 2,000 miles. In 16,000 miles you save.....

**\$13**

**TIRES**—Econoline tires last longer, cost less to replace. Prorated saving for 16,000 miles as high as \$53. Typical saving.....

**\$16**

**LICENSE**—In many states (not all) the license for an Econoline costs appreciably less—up to \$30.40 per year. Average for all states is.....

**\$3**

**\$102**

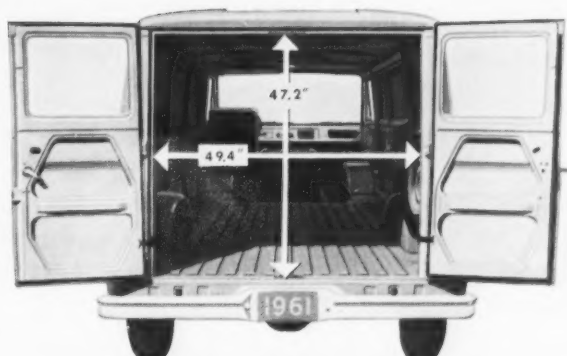
**SAVING ON PRICE**—You can save \$312 compared to even the lowest-priced conventional ½-ton panel—and up to \$433 against others! Saving at least.....

**\$312**

**TOTAL FIRST YEAR SAVINGS... \$414**

and you keep saving

**\$102 EVERY YEAR!**



### NO REAR ENGINE HUMP!

The Econoline's "up front" engine leaves a level, knee-high floor almost 9 ft. long. There's no awkward rear-engine-housing hump to shrink the back entrance or hinder loading. And the Econoline Van provides over 204 cu. ft. of loadspace... up to 57 cu. ft. more than conventional ½-ton panels.

## FORD TRUCKS COST LESS

SEE YOUR FORD DEALER'S "CERTIFIED ECONOMY BOOK" FOR PROOF!



FORD DIVISION, *Ford Motor Company*

# What Armstrong Steam Trap features mean to YOU!



Listen to the voice of experience



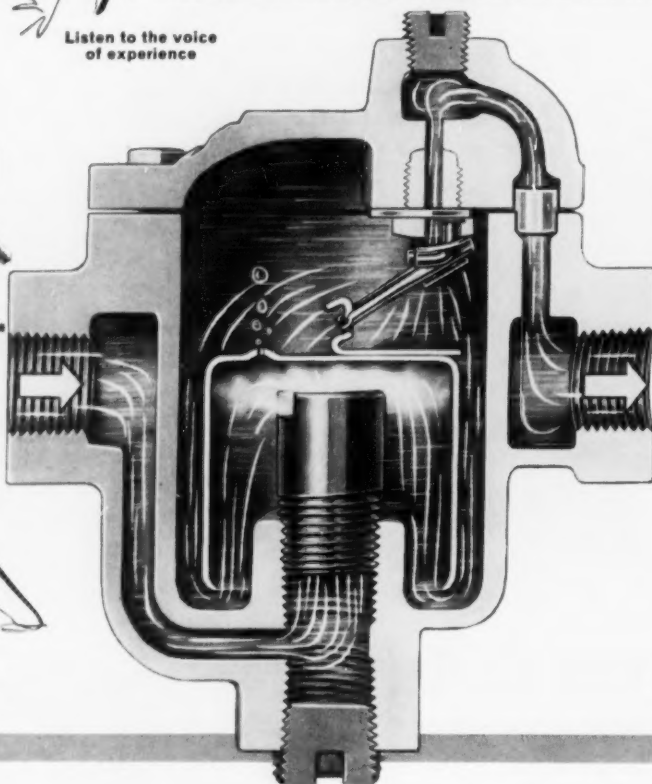
**Continuous Air Venting**—keeps equipment at steam temperature for maximum production.



**Self-scrubbing**—operators don't have to wait while a mechanic cleans the trap.



**Operates Against Back Pressure**—high back pressure does not make an Armstrong trap blow through and waste steam.



**Simple Construction**—not much that can go wrong and it's easy to fix.



**Stainless Steel Working Parts**—same material and construction as used in traps for 1500 lbs. pressure at 950° F.



**Complete Line of Body Styles**—horizontal, vertical and angle for lowest installation cost.

Armstrong Trap design and construction assure continuity of operation and long life with minimum maintenance . . . providing you with more trap-hours per dollar of investment.

Armstrong Traps give you the most work out of your fuel dollar, give you fast heat-up, complete condensate removal, ample air and CO<sub>2</sub> venting without the danger of steam leakage. On overall trap performance, year-in and year-out, nothing beats the Armstrong Inverted Bucket Trap. It's a rugged well-built trap that does *more* things better than any other trap. It's guaranteed because it's been proven.

For more details, see your Armstrong Representative.  
*P.S. Like some good meaty reading? Ask for Bulletin 275.*

Bulletin tells how Armstrong Steam Traps can help you. Gives recommended trap sizes for all your machines; also Armstrong Trap prices and physical data.



**ARMSTRONG  
MACHINE WORKS**

**8323 Maple Street  
Three Rivers, Michigan**

012-STL



CREATIVE RESEARCH • QUALITY PRODUCTS • PROFESSIONAL SERVICE

- ☒ **APACHE®**  
for fast, heavy-duty washing
- ☒ **ARLAC®**  
for reducing soap costs 20% to 30%
- ☒ **HALOX®**  
the safe, dry, organic bleach
- ☒ **RAYLENE®**  
for souring and bluing at the same time
- ☒ **COTE®**  
for softer fabrics
- ☒ **PRIMARY SIZE**  
for super-smooth finish
- ☒ **SKORTEX®**  
a CMC-boosted synthetic detergent
- ☒ **RINTEX®**  
a built soap for high soil suspension

**Running as a slate because they  
work well together**

## VOTE THE STRAIGHT WYANDOTTE TICKET

Using the complete package of Wyandotte products from start to finish in your washroom allows your men to perform their functions better, faster, more economically. Added advantage: Wyandotte service will follow through every stage of your washroom production. Your nearest Wyandotte distributor stocks our companion products. Call him today.

***Wyandotte Chemicals***

J. B. FORD DIVISION

WYANDOTTE, MICHIGAN • LOS NIETOS, CALIFORNIA • ATLANTA, GEORGIA

**NOT A WRINKLE  
IN THE BOX!**



ORDER RELIABLE **FAS-PAC**  
TRADE MARK  
**ONE-PIECE automatic  
SHIRT BOXES NOW!**

- Easy to open . . . easy to close
- Saves inventory shelf space
- Strong double-wall cardboard . . . delivers all shirts in band-box perfect condition
- Available printed or plain
- Cuts packing time and labor
- In four sizes and four colors
- For lay-down or stand-up collar

SOLD NATIONALLY THROUGH DISTRIBUTORS

\* Good things come in Reliable packages!

**Reliable** laundry supplies

MANUFACTURERS OF FOLDING CARTONS & PAPERBOARD PRODUCTS  
7131 West 60th St. • Chicago 38, Ill. • LUdlow 6-3700



# Here's Help Across the "NEW FRONTIER"

## How to Net \$5200 More Per Year

How many investments have you ever made that you got back, in full, in less than a year? Not many, I'll bet. Yet it's being done all the time, right in your line of business.



M. A. Pocock

Here is an instance that just happened: A certain laundry, now paying \$1.25 per hour minimum wage, installed a SAGER "A" Spreader and saved \$80 per day, by the elimination of two girls, no longer needed for sorting and shaking.

The SAGER "A" cost \$3800, including freight and installation. Just figure it:  $\$3800 \div 20 = 190$ , the number of days required to make 100% return on the investment. With 260 working days in the year, that laundry's return on the investment for the first year is \$5200. Deduct \$3800 from that and you have \$1400, net profit for the first year, over and above the cost of the SAGER. Of course, these savings go on and on, as long as the laundry operates, because a SAGER never wears out, so each year thereafter, this laundry makes a minimum net profit on its investment of \$5200.

True, not every plant can do this well—but some do better, depending upon conditions and volume of sheet business.

But this saving of labor is not the whole story, by a long shot. The increased production the Sager makes possible also boosts profits. So does cutting down on overtime in some plants.

Have you ever figured how much it costs you every hour you run your 8 roll ironer? There's steam, power, light, padding, ribbons, aprons, repairs, lubrication, floor space, interest on the investment—besides direct labor. Add them all up, and you'll bet that \$18 per hour is a conservative figure. So, every hour of running you save on that ironer, or every increase you add to its hourly output, will add up to a substantial profit.

The figures I have cited are for the bigger "A" SAGER. But don't forget that there is a "B" SAGER for the single ironer plant where one has to prepare sheets while ironing small pieces. By changing to production methods for sheets only (full identification), the FAMILY plant that handles 1200 or more sheets per day can also realize a bigger yearly profit with a SAGER "B." What are you waiting for?

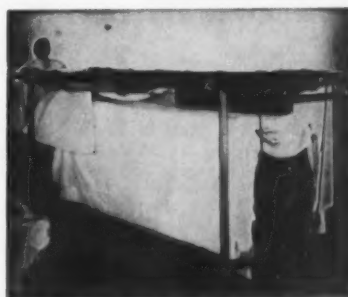
*M. A. (Poke) Pocock*

- ★ **Cut Flatwork Costs**
- ★ **Speed Up Production with a SAGER SPREADER**
- ★ **More Sheets with Fewer Operators**

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

- ★ **Reduces Labor Turnover**

No more back-breaking lifting and nerve-wracking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.



View of Sager B Spreader. Handles 1,200 to 3,000 sheets and spreads per day

- ★ **Write For Full Facts**

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the

names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines.

### Read What These Users Say



#### A New England Laundryowner Writes:

"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

#### A West Coast Laundryowner Writes:

"Our spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N. E.  
Minneapolis 13, Minnesota

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Print your name \_\_\_\_\_

From the widest selection  
of nylon nets  
on the market

# Gibraltar's BIG

## ONLY GIBRALTAR NYLON NETS GIVE ALL THESE FEATURES!

- High-quality yarn and workmanship throughout
- All seams guaranteed never to open; sewn twice with bleach-resistant nylon thread
- Chrome-dyed colors: red, blue, green, gold, black, brown, violet, orange, white. Guaranteed never to fade or bleed
- All nets pre-shrunk and heat-set.

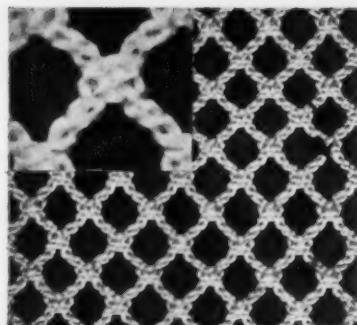
All Gibraltar nets are knitted, finished, dyed and sewn in our own plant

# GIBRALTAR

FABRICS, INC.

254 — 36TH STREET, BROOKLYN 32, N. Y.

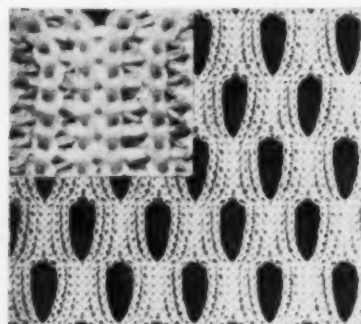
Gibraltar products are sold by leading distributors everywhere



## GRANITE

*it grows with the load*

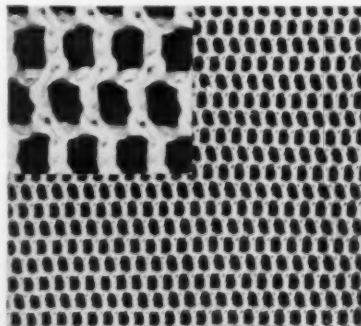
- five-bar construction
- 7½ lbs. per doz. 24x36 size
- 60% tire-cord nylon reinforced with 40% 260 denier
- open mesh
- lock knitted throughout
- white or solid colors



## GOVERNOR

*ultimate in bleach resistance*

- three-bar body; five-bar top
- all 260 denier for bleach resistance
- open mesh
- lock knitted throughout
- white, solid colors, colored tops, colored stripes
- ideal for plants which overbleach nets



## IRONSIDE

*best in close-mesh nets*

- two-bar, close-knit construction
- 6¼ lbs. per doz. 24x36 size
- run-resistant
- Granite top for fast, easy, permanent pinning

# READER'S GUIDE

THE LAUNDRY JOURNAL

VOL. 68, NO. 5

MAY, 1961

Founded in 1898 as Starchroom Laundry Journal



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## MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:



The Laundry Journal, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, New York. Changes of address should reach us one month in advance.

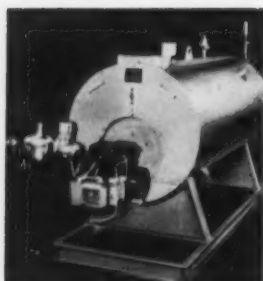


SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$5.00 in advance. Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook issue: \$2.00.

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# NEW products and literature

For further information or literature, write the manufacturer on your business letterhead, mentioning THE LAUNDRY JOURNAL.



## BOILER-HEATER UNIT

A heating unit and boiler installed in one compact package is equipped for burning oil, gas or a combination. The combined automatic hot water generators include forced draft burner and controls mounted and wired, water mixing valve installed. Manufacturer claims only 10-12 minutes needed from cold start to 212°F.

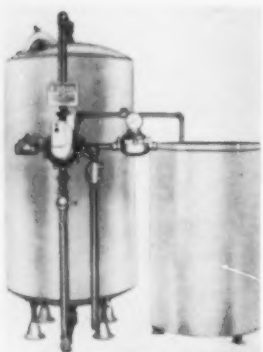
Atlantic Steel Boiler Company, 22nd and Washington St., Philadelphia 46, Pa.



## SMALL MODEL DRIER

The Westport Jr., a small model laundry drier for apartments, motels and institutions, measures 27½ inches wide by 58½ inches high. All electric and gas controls are located under locked cover on top of the unit. It is gas-operated, has a self-cleaning, removable lint filter, and either a coin meter or automatic timer.

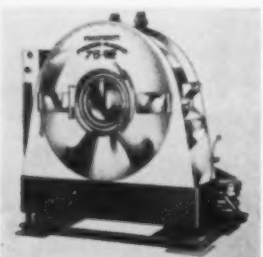
Hoyt Manufacturing Corporation, Forge Road, Westport, Mass.



## ECONOMY WATER SOFTENERS

Elgin Series 500 water softeners come in both manual and automatic models, ranging from 195,000 to 1,920,000 grains capacity. Automatic models (photo) utilize the same multi-port valve principle as the manual, with lifting and turning accomplished by motor, timer and clock arrangement.

Elgin Softener Corporation, 136 N. Grove Ave., Elgin, Ill.



## WASHER-EXTRACTOR

The Power-Ramic 75-pound washer-extractor features a 20-inch door opening, is spring-mounted for installation on all types of floors. It has a 44-by-18 open-pocket reversing-action cylinder. Available in semi- and fully automatic models with supply injection.

The Prosperity Company, Division of Ward Industries Corp., 701 Nichols Ave., Syracuse 1, N. Y.

## RUBBER WASHER-DRIER

A washer-drier for cleaning surgical gloves and other rubber and plastic garments performs a preliminary decontamination wash followed by a detergent wash, two rinses and a powder-drying cycle. The items are ready for use or can be wrapped and sterilized for surgical use. Tests by the U. S. Army Chemical Corps have proved satisfactory.

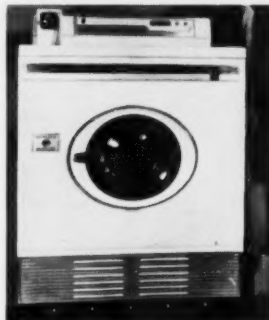
Whirlpool Corporation, St. Joseph, Mich.



## NEW CLEANER LINE

The new Norge B-W line of coin-operated drycleaning machines will be available in single units or combinations of 2, 4, 6 or 8 with provision for adding extra units. The new line carries the features of the regular Norge coin-op drycleaning machines.

Norge Division, Borg-Warner Corp., Merchandise Mart Plaza, Chicago 54, Ill.



## INVOICE COUNTER FILE

The EZ-C Laundry and Drycleaning Visual Counter File holds all invoices at eye level. Counter girl can quickly tell if the customer has laundry, drycleaning or both, if the order is completed. Any invoice form not over 5 inches wide fits the file.

The Speed Check Company, 551 Glenn St., S.W., Atlanta, Ga.



## NEW CLEANING FLUID

E. I. du Pont de Nemours and Company, Inc., has developed a new drycleaning composition said to make possible a 15-minute cleaning cycle in coin-op drycleaning machines. Known as Valclene, the new compound, based on a fluoro-carbon, is said to have a safety limit of vapor concentration five times greater than that of solvent now used. Valclene is also said to be nonflammable and to clean without an odor.

E. I. du Pont de Nemours and Company, Inc., Wilmington 98, Del.

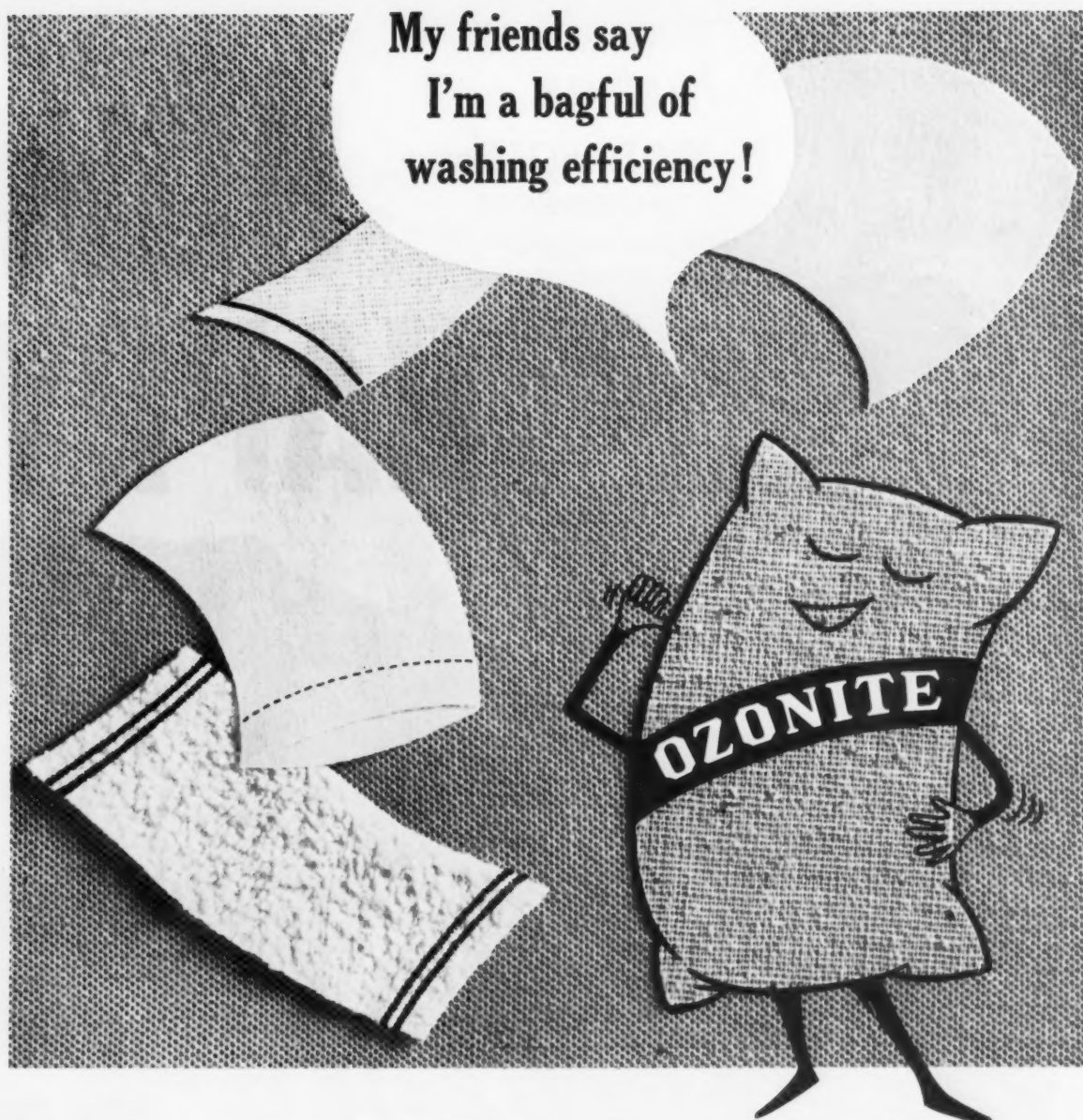
## NEW SHORT-CYCLE PROCESS

A new process and apparatus developed by Vic Manufacturing Co., in collaboration with Du Pont Company chemists and engineers, make it possible to produce satisfactory coin-op drycleaning in less than one-third to one-quarter of the "consumed time" now necessary. Patents are pending. The equipment is designed for use with Valclene, Du Pont's new solvent.

Vic Manufacturing Co., 1313 Hawthorne Ave., Minneapolis 3, Minn.

Continued on page 70





**It's true! OZONITE is the complete detergent that gives you better results at lower cost!**

Have you used Ozonite lately? If you haven't you're missing the best Ozonite ever built for washroom efficiency and economy!

Ozonite has been improved by advanced scientific research in the famous Procter & Gamble Laboratories. It's a ready-to-use balanced blend of high titer soap and alkaline builders made the special Ozonite way that works to perfection in your washroom equipment.

When you use Ozonite you can count on superior soil removal . . . white whites and bright colors. And you get all this with broad safety to fabrics. What's more, Ozonite is simple and easy to use . . . even inexperienced washmen get top results with it.

For more information on Ozonite and how it can help you increase your efficiency and profits, write to:



**PROCTER & GAMBLE**, Manager, Bulk Soap Department, P. O. Box 599, Cincinnati 1, Ohio



*"Just as  
you said—  
these **HUEBSCH**  
Tumblers are 'great'—  
so easy to maintain!"*



# HOW HAPPY CAN YOU BE !



*"Just  
as I  
told you—  
**HUEBSCH**  
Tumblers  
save  
on costs!"*



**...AND HERE'S WHY HUEBSCH TUMBLERS ARE THE LEADERS  
IN CUTTING YOUR MAINTENANCE AND OPERATING COSTS.**

When something is made *right*; when no cheapening short cuts are taken; when solid bed-rock design, based on a quarter-of-a-million units of experience and know-how, is built into every tumbler—then maintenance and operating costs are minimized.

You get "full value" with Huebsch tumblers in reliability, performance, and beauty. Huebsch makes no stripped-down models. They are assembled with great attention to detail and are completely factory tested. Buy Huebsch tumblers and save.

**SAVE ON OPERATING COSTS WITH HUEBSCH QUALITY CONSTRUCTION**



**SELF-CLEANING  
LINT SCREEN**

Automatically cleans itself and deposits lint on "Magic Carpet" for fast, easy removal.

**STURDY BUMPER  
AND KICK PLATE**

Protect appearance from unsightly marring from carts and floor cleaning equipment.

**TROUBLE-FREE DRIVE**

Chain and V-belt drive. Easily understood, inspected and adjusted. No hidden gears. Silent, vibrationless fan.

**SEALED**

**BALL BEARINGS**  
No oiling, inspection or attention required.

**EASY-TO-ADJUST FEET**  
for quick, easy leveling and alignment.

**ACCESSIBLE CONTROLS**

All controls accessible from front for easy servicing and adjustment—yet, locked behind hinged panel to prevent tampering.

**AUTOMATIC  
BACK-DRAFT DAMPER**

Prevents hot air and lint from blowing back through tumbler into room. Protects pilot light, keeps surroundings cooler.

**HUEBSCH** ORIGINATORS  
*First in Tumblers... First in Features*

Milwaukee 1, Wisconsin



## The issue in brief

### The "X" factor

Peggy Dwyer, president, Bureau of Laundry and Dry Cleaning Standards, suggests two steps we can take to increase the value of our services to homemakers: (1) improve quality of service in general, and (2) find ways to provide "emotional" satisfaction; e.g., teach the customer to buy time (laundry service) for happier living.

### For laundry managers

A former LM, now in the commercial laundry field, tells you how to become a better manager to meet competition from outside./ News of a 40-cent paper blanket for institutional use proved satisfactory in Sweden.

### Latest product developments

You'll be interested in several recently announced products which may have impact on conventional laundry and drycleaning procedures. (1) A new solvent that promises to speed up the coin-op drycleaning cycle to 14 minutes. (2) A new machine that spreads and feeds sheets directly into a flatwork ironer eliminating human feeders while boosting production. (3) The All-American Research Foundation's continuous flatwork processor may also be ready for the market this year.

### Combating coin-op laws

Hartford (Connecticut) coin-operated laundry operators got a law they could live with. They did it by studying hazardous conditions objectively and then drafted their own regulatory ordinance based on their findings. Result: unattended coin-op plants can operate 'round the clock seven days a week here.

### Constructive optimism

Southern Service with its chain of 30-some plants throughout Southern California invests a million dollars in new facilities to consolidate five of its San Diego operations under one roof. Five years ago they put better than half a million dollars into a new linen supply plant at Long Beach.

### Fuels and lubes

If you're using hi-test gasoline for route operations, you'll be interested in learning what transportation expert Henry Jennings says about them as well as about engine oils, chassis lubricants and additives. He pulls no punches in advising you how to save a buck.

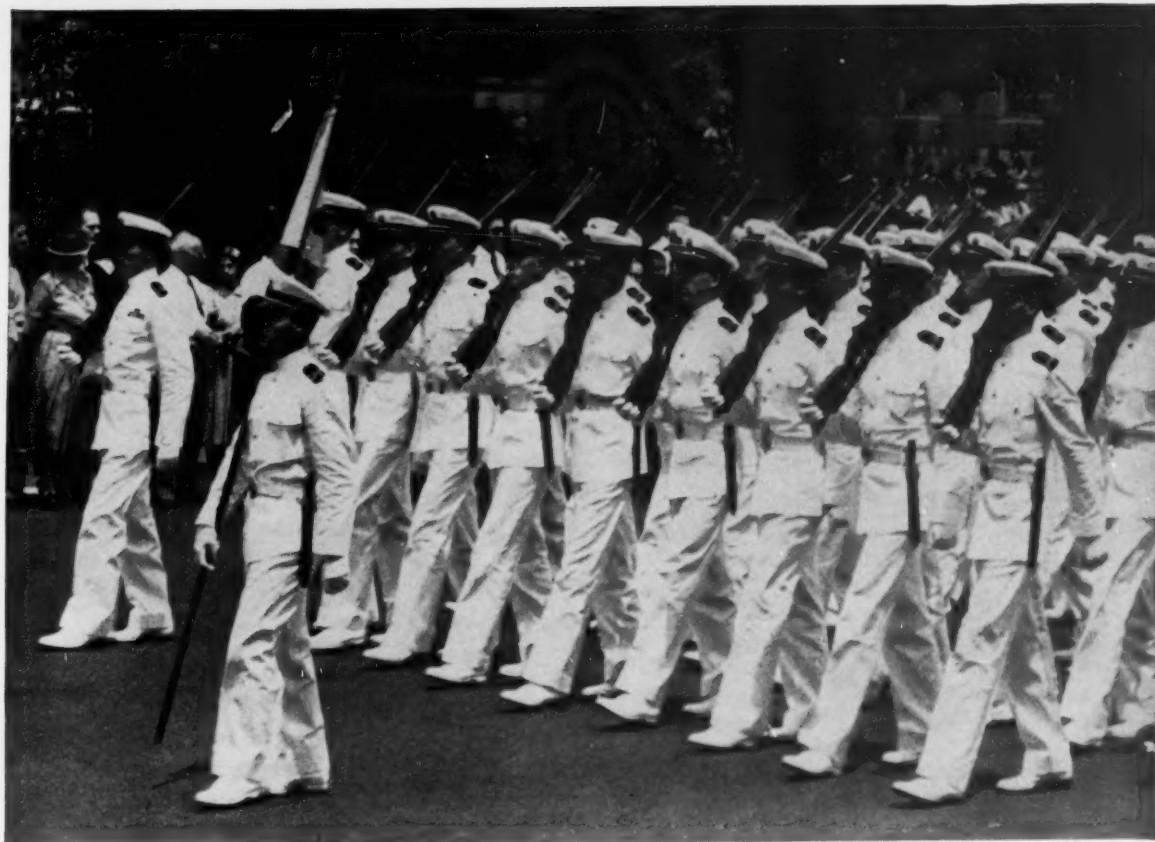
### Readin' and 'ritin'

In this issue Ted Pollock offers some constructive suggestions designed to improve the busy executive's reading and writing skills; i.e., how to perform these functions faster and more effectively to keep pace with the times.

### Convention news

LJ covers the sixteenth annual Diaper Service Industry convention in New York City. Cost reduction and promotion were the main subjects under investigation./ Tri-State Laundryowners reviewed industry progress at the Greenbriar, White Sulphur Springs, Maryland./ Massachusetts Laundryowners celebrate the fiftieth anniversary of their association./ LCATA announces it's back in show business again and plans a regional exhibit this fall, either in Cleveland or New York, to be open to all segments of the industry. Learn why.





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## FRESH! CRISP! UNIFORM!

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## Model T marketing

Some years ago, we remember someone telling us Henry Ford of motor car fame had given serious thought to going into the laundry business. He was said to be impressed by the fact that there was a continual need for having garments and linens laundered regularly.

No one seems to know exactly what he had in mind and his ideas died with him. But it was more or less assumed he had visions of adapting assembly-line production techniques to laundry operations.

More recently, in reading Theodore Levitt's "Marketing Myopia" (*Harvard Business Review*, July-August 1960) we ran on the following comments which throw more light on Mr. Ford's business philosophy. Here's what Mr. Levitt has to say:

"We habitually celebrate him [Ford] for the wrong reason, his production genius. His real genius was marketing.

"We think he was able to cut his selling price and therefore sell millions of \$500 cars because his invention of the assembly line had reduced costs. Actually, he invented the assembly line because he had concluded that at \$500 he could sell millions of cars. Mass production was the result not the cause of low prices.

"Ford repeatedly emphasized this point," says Mr. Levitt, "but a nation of production-oriented business managers refused to hear the great lesson he taught." Here is his operating philosophy as he expressed it succinctly:

*Our policy is to reduce the price, extend the operations, and improve the article. You will notice that the reduction of price comes first. We have never considered any costs as fixed. Therefore we first reduce the price to the point where we believe more sales will result. Then we go ahead and try to make the prices. We do not bother about costs. The new price forces the costs down. The more usual way is to take the costs and then determine the price, and although that method may be scientific in the narrow sense, it is not scientific in the broad sense, because what earthly use is it to know the cost if it tells you that you cannot manufacture at a price at which the article can be sold?*

*But more to the point is the fact that, although one may calculate what a cost is, and of course all of our costs are carefully calculated, no one knows what a cost ought to be. One of the ways of discovering . . . is to name a price so low as to force everybody in the place to the highest point of efficiency. The low price makes everybody dig for profits. We make more discoveries concerning manufacturing and selling under this forced method than by any method of leisurely investigation.*

You don't have to agree with Mr. Ford's marketing philosophy. Comparing the sale of cars to the sale of laundry service is not a fair analogy. And there's a lot more than price that goes into maintaining customer satisfaction.

Still and all, you can't blame the customer for being attracted by low prices if she sees little difference between a low-price service and one that costs two to three times as much.

With rising costs driving prices upward constantly, it seems to us the launderer must decide whether he's going to serve the Ford or Cadillac trade.

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# TIGHTWADS!

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**NEW CHEVROLET STEP-VAN 7.** It's route-ready, roomy and rugged—just right to hold down costs on hustling door-to-door deliveries. With its ideal size, reserve of economical power, rugged build and velvet-smooth ride, the Step-Van 7 offers profit-producing efficiency that's unmatched by any other truck of its type. You get 211 cubic feet of load space, astride an easy-handling 102-inch wheelbase, powered by the famous gas-saving 135-hp. Thriftmaster 6. And this ideal combination of working ability and thrift teams up with Chevrolet's road-smoothing Independent Front Suspension—an advancement that saves truck wear, reduces maintenance, cargo damage and driver fatigue.

**CONVENTIONAL PANEL.** Here's big payload capacity plus tough-truck build—everything it takes to do a better day's work more economically. These are king-sized panels, with up to 231 cubic feet of cargo space (and they'll carry loads as heavy as 3,000 lbs.). Bodies go up to 10½ feet in length and G.V.W.'s go up to 7,800 lbs. They're easy-working panels, too. Low floor height makes loading a snap; high, wide rear doors, equipped with telescoping door checks, help you pile in roof-high loads with minimum effort. And there are all the benefits of Chevrolet truck Independent Front Suspension, plus the work-proved economy of the famous 135-hp. Thriftmaster 6 engine. (Husky, power-packed Trademaster V8 is optional at extra cost.)

**CORVAIR 95 CORVAN.** It's Chevy's new rear-engine wonder; a truck that puts a new kind of efficiency on any delivery job it tackles. The nimble 95-inch wheelbase makes maneuvering a breeze; and thanks to 4-wheel independent suspension, bumps have never

been less bothersome. There's a big 1,800-lb. payload rating and a spacious 191-cubic-foot load area, double-walled for strength. Handling's uniformly good loaded or empty—thanks to nearly 50-50 weight distribution. Extra loading ease stems from low loading heights, wide-opening rear and side doors (left-hand double side doors optional at extra cost). And the rear-mounted air-cooled Turbo-Air 6 keeps you ahead on fuel and maintenance costs.

**CHEVROLET STEP-VAN.** Sure-fire savers on grueling stop-and-go grinds that call for big loads and walk-in convenience. Choose from six spacious models—each one ready for rugged routes with a durable body and tough Forward Control chassis, supplied by Chevrolet as one complete unit. Bodies come in 8-, 10- or 12-foot lengths. G.V.W.'s range from 5,600 lbs. all the way up to 10,000 lbs. Loading and unloading is quick and easy, thanks to big, wide doors and a load compartment that's lined throughout with smooth steel panels. The roomy interior is fully protected by insulated, watertight body construction.

**CHEVROLET FORWARD CONTROL CHASSIS.** With Chevy's brand of power and durability, it's a work-proved basis for bigger profits when combined with the special body of your choice. Chassis are available in seven different models with G.V.W.'s ranging from 5,400 to 10,000 lbs. and wheelbases of 102, 104, 125 and 137 inches. Fitted out with 7-, 8-, 10- or 12-foot bodies, these Chevies suit many multi-stop operations. It's more evidence that your Chevrolet dealer has all the best answers to all of your delivery truck needs—so see him soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

## 1961 CHEVROLET STURDI-BILT TRUCKS



CHEVROLET



## We have to sell more than washing and ironing

Homemakers must  
be taught their time  
is a way to fuller,  
happier living

by PEGGY DWYER *President, Bureau of Laundry  
and Dry Cleaning Standards, Washington, D. C.*

EVERYONE has a few peculiarities. One of mine might better be classed as an occupational disease! I'm constantly inquiring of people I meet whether or not they use laundry service and how they like their drycleaners. After years of doing this, I know exactly what to say to start an avalanche of controversy! And if I had ever been inclined to argue the theory that women are irrational, emotional and changeable, this hobby (if we can call it that) would perforce have changed my mind.

### HOMEMAKERS MAY SEEM IRRATIONAL . . .

If it's a working wife and mother I'm talking to, I say casually, "I can't understand why anyone who works would do her laundry at home. It's such a blessing to send it out." After that opening . . . well, let's just pick up the verbatim conversation between myself and a working mother of three children.

**SHE:** It's the expense . . . and they're fearfully hard on clothes, too.

**ME:** Expense?

**SHE:** I do 18 white shirts a week. I couldn't afford to send them out. I can better use the money to buy groceries, more than to send the shirts out.

**ME:** When you go to the grocery store, do you buy convenience foods—mixes, things like that?

**SHE:** Oh, my goodness, yes. I couldn't get along without them. They save me so much time.

**ME:** Save you time, you say?

**SHE:** Oh, my, yes, and they're always good, too.

**ME:** (Ah! Here quality rears its head.) What you're really saying, I guess, is that you get your money's worth from this, and you don't think you'd get your money's worth from laundry service.

**SHE:** Well, the time I spend doing the shirts, I wouldn't get paid for, anyway.

**ME:** (Now there's an interesting answer for you. Does she get paid some way for the time she spends cooking?)

**SHE:** . . . But I do send my sheets and tablecloths out.

**ME:** (Brightening) You do? Well, I guess you feel you get your money's worth on those.

**SHE:** Indeed I don't. I begrudge them every cent I pay them.

**ME:** Then why do you send them out?

**SHE:** It's the time it saves me, darling.

**ME:** (Oh, we're back to time again now).

**SHE:** You see I have only the one line to hang things on, and if I had to hang those big things there wouldn't be room for the shirts.

**ME:** Then I guess you're saying that you use laundry service because you have to . . . not because you want to.

**SHE:** That's right. However, there was one time—just one—when I could have written them a letter to thank them for their service. I didn't mind a bit paying them that day.

**ME:** How did this happen?

**SHE:** I had company coming. Unexpectedly. I just took the sheets and dropped them off, and that night picked them up all clean. I was really grateful they were done and ready for the beds.

**ME:** You got exactly the same service as always, didn't you? The value was exactly the same, wasn't it?

**SHE:** No, dear, it wasn't. The *value* was what it did for me.

Now here is a sentence that bears a lot of mental chewing on . . . "The *value* was what it did for me."

## THEY REALLY WANT VALUE . . .

Maybe if we start from there, we'll see the whole customer viewpoint in a new light. Let's speculate on how much *value* there would have been for her, regardless of price, if those sheets had been late that day, or lost, or hadn't been done nicely . . . heaven forbid! Money has very little to do with it . . . the *value* of anything is in what it does for the customer. (And you know as well as I do that loss, damage and poor quality do nothing for the customer.) We must stop confusing the words "value" and "price."

When I hear someone say "Laundry service is too expensive" or "Drycleaning is too expensive," I always mentally translate this into "I don't get the emotional satisfaction from laundry service to make it worth while" or "I'm not sold that I get full *value* out of the money I spend for drycleaning."

What can we do about all this? We can at least begin to understand the customer's point of view. Perhaps we can begin to understand the importance of dedication to delivery schedules, the importance of quality, the importance of loss and damage, and the importance of building into our product and service more of that other "X" factor . . . "emotional" satisfaction.

## PLUS "EMOTIONAL" SATISFACTION

How do you do this? I'm not sure. But I think it has to be done by making the homemaker aware of things we haven't told her about the *value* of laundry service.

I think it relates to "status," too, among other things. Why was there *value* in the service rendered to my friend when company was coming . . . value which normally wasn't there? Because she wanted her house to reflect her perfect housekeeping for the guests . . . and well-ironed sheets were part of her picture of herself and her home. But must we wait until company comes, or some other household crisis looms, to render a service from which the homemaker gets (in her opinion) her money's worth? If not, we must find a way to give her logical value and emotional value every time. I call logical value the obvious tangible value we see in a purchase, and emotional value is how we "feel" about it.

Emotion probably dictates to the housewife how to accomplish the job (do it herself at home, use a self-service laundry or send it to you). Keep logic and emotion working *together* for you, to keep the cash register ringing come wash-and-wear, come home washers, driers, and coin-ops!

## LAUNDRY SERVICE LACKS STATUS

Let's examine how and where status might help us. Who are your customers now? Do you know? What do their husbands do? In a survey conducted by the Bureau of Laundry and Dry Cleaning Standards a short time ago, we found that in a cross-sectional group of laundry users, the husbands fall into these categories:

Executive . . . . .	25%	Blue collar . . . . .	13%
Professional . . . . .	18%	Unskilled . . . . .	1%
White collar . . . . .	43%		

It would appear that only a small slice of our market is made up of what the *Nation's Business* magazine classified "blue collar." Maybe you're going to say they can't afford it . . . let's see.

Pierre Martineau in an article printed by *Nation's Business* says, "The income of the average skilled blue-collar worker is equal to that of the average white collar worker. What's more, the elite of the skilled blue-collar groups earn considerably more family income than the average white-collar worker and the intelligentsia. Particularly do they have more choice in spending it."

That last sentence is important. "Particularly do they have more choice in spending it." This market is important because their money isn't *earmarked*. They can afford what they want *if they want it*. But what do they want?

This same article says the blue-collar workers want

Mrs. Peggy Dwyer probably knows more about homemakers and their feelings concerning professional laundry service than anybody else in the country.

She's ridden on trucks, rung bells, worked behind counters and conducted door-to-door interviews in depth with housewives to gather this information first-hand.

All this has happened within the past 10 years, since Mrs. Dwyer became associated with our industry in Washington, D. C.

Possessed of an active and creative personality, she had opened an advertising agency here with three other women of like mind. They had planned to concentrate their efforts on the fashion field. But the Colorado publicist, who used to ride horseback to a one-room schoolhouse, soon found out that fashion was not her cup of tea.

She gradually became involved with the laundry and drycleaning industry working in sales training as well as advertising.

A story on her activities in the June 1953 issue of THE LAUNDRY JOURNAL brought her to the attention of MacIntosh Associates who were then contemplating setting up an outside source to audit their quality. Out of their effort, the Bureau of Laundry and Dry Cleaning Standards grew.

Mrs. Dwyer helped in the original field research interviewing homemakers to find out what they wanted. And from this research were developed the Bureau's standards of quality.

In 1957, she began dividing her time between the agency and the Bureau. And since then has supervised special research studies for the Bureau to help members see their service as it appears to the homemaker. And to see their customer and her problems from a customer standpoint.

As the mother of two children (aged 9 and 2), Peggy Dwyer has an intimate knowledge of a working homemaker which commands our attention.





## Sell more than washing and ironing . . .

*status things.* They want the second car, the boat, and the mink (did you say they couldn't afford laundry service?) They want to go places and do things (but do they want services . . . or are they the do-it-yourself group, accustomed to doing things for themselves?)

Regardless of their do-it-yourself tendencies, I believe if laundry service were a thing of *status* to Mrs. Blue Collar worker, you might expect to improve greatly the percentage of them you serve, if your service gives them logical value as well as being a thing of status (emotional value). They'll pay in relation to what in their *opinion* your service does for them. We must find a way to harness *opinion* and make it work for us.

Another two words we should stop confusing are "fact" and "opinion." For example, take my friend again . . . who buys cake mix, but irons her own shirts. When she buys the mix to "save time," and turns around and irons 18 shirts because her "time" isn't worth anything . . . there has to be some explanation for this apparent inconsistency in her regard for time. When she tells me this is what she does, and why she does it, she's telling me what she believes to be true, but it simply isn't fact. It's her *opinion*.

### WE NEED CONSUMER CONFIDENCE

Is opinion working for or against us? Let me give you some *facts* about *opinion* of homemakers on the value of laundry service. In another survey by the Bureau of Laundry and Dry Cleaning Standards, we said:

"It would help us to know why a friend of yours or a neighbor *does not* use laundry service . . . but sometimes they hesitate to give us a frank answer. They would express themselves more freely to you. Can you tell us why your friend or neighbor *does not* use laundry service?"

They told us. Whether what they told us actually reflected the friend or neighbor, or themselves, is not particularly important. The greatest reason given for not using laundry service was that "it's too expensive." (Of course, we got all the stock reasons . . . hard on clothes, poor quality, loss, etc.) I've already told you how to translate the words "too expensive." They mean, "I don't get enough *value* for my money."

Then we went on and said, "Do you think she is prejudiced against sending it out?" Of the group known to be professional laundry users who answered, 34 percent said "Yes." Of the group not known to be laundry users, 41 percent said "Yes, she's prejudiced."

The next question was, "Do you think she believes the quality would be acceptable?" . . . and of those answering in the first group 30 percent said "no" . . . and in the second group, 49 percent (nearly half) said no, they did not think their neighbor would find the quality acceptable. (I suggest that probably many of the second group were former laundry users, and were reflecting their opinions.)

This was not just a little survey conducted in a small area. This was a sizable survey conducted in the Eastern half of the United States.

Now, if these homemakers are prejudiced against laundry service, and furthermore believe the quality to be inferior, will *price* have much, if anything, to do with their becoming our customers? I think not. We are simply not of *value* to these homemakers, and we must find a way to change that situation.

### BEST CUSTOMERS MOST CRITICAL

Here are a few more marketing facts you might like to know:

Age	Laundry Users
Under 24	3%
25-34	13
35-44	29
45-54	27
55-64	15
Over 65	5
Not given	6

Interestingly enough, we find the youngest and the oldest age groups least critical of the industry. Does this mean that the young are less discriminating and the older citizen suffers from failing eyesight, while the ones in the middle bracket with their more educated sense of logical value and 20-20 vision look at what they get with a clear cold eye? Or are there other factors that bear some thinking about? Could it be that these youngsters who are our customers do not know how to do laundry themselves?

You know that youngsters raised, as these would have been, in the late 1940's and in the 50's spent much less time learning the fine art of housekeeping than their mothers spent. They were brought up in a different time with different values, in an uncertain world where money is about the cheapest thing there is.

The senior citizens, as they are called, are more appreciative of the laundry service they receive because they perhaps have health problems, and certainly they have not the energy of the younger woman in the middle age brackets. Perhaps both, the youngest and the oldest, have an appreciation for our service which many in the middle age group lack.

Now let's look at this middle age bracket from 35 to 54 from which close to 60 percent of your customer group comes. They have the greatest logical need of help, perhaps, in that they have growing families with the consequent demands of PTA, Cub Scouts, church, dancing class, choir, doctor and dentist appointments for their average of 2.5 children, cooking, cleaning, washing, ironing, dishwashing and shopping. And at least 33 1/3 percent of them work at jobs outside the home. Their work is endless and their need is great. Therefore, though they criticize us, and we fail in giving them emotional satisfaction, they still purchase our service because of what it does for them, at this particular moment in their life span.

But, what will this homemaker do when she no longer has this great *need* if she feels that our quality is poor and our service is bad, and we have failed to develop in her a sense of appreciation for what we do? Will she escape



from us at the first possible moment because she doesn't really want to do business with us? Yes, if we fail to convince her that she is getting something of "value," I think this is very likely.

### HOMEMAKER'S ROLE HAS CHANGED

Is there something of value the laundry industry could offer to this housewife that she, perhaps, has not yet realized? I suppose I think in terms of the working housewife and mother particularly, because I know more about their problems than those of the ones who do not work out of the home. Let's concern ourselves with this group of 28,000,000 working women . . . that's a pretty good-sized group to start with, anyway. What are their problems?

I believe the biggest one is that the working housewife is trying to run her home under totally different circumstances than her mother and grandmother did, and hasn't yet realized that she has all the old responsibilities plus many new ones, and has lost much of the reward of the homemaker. She hasn't learned that in this push-button world she must find time for activities that will satisfy and reward her, because the old rewards of productivity are gone.

Mother worked from early morning to late at night. Yes, she did. But part of Mother's work was sitting in the rocking chair, mending. Part of Mother's work was putting up preserves and fruit and vegetables from the garden in which she also spent time in . . . hoeing! Work, yes, she did. But she put *herself* into the work, and from this she obtained a satisfaction and a return totally lacking in today's modern push-button world.

There is little satisfaction (as far as I can see) in knowing how to turn a dial on a washing machine and use an electric can opener. Satisfaction for today's woman must be found some other way, and how can she find it when her entire day is taken up in frantic "hurry."

### SHE NEEDS TO BUY TIME

*Changing Times* says in a recent issue that the homemaker spends an average per week of 47 hours and 50 minutes on six major household jobs including washing and ironing. This estimate does not include time for errands and shopping . . . add perhaps 5 hours for this. Plus 40 hours, in many cases working outside the home, and maybe 10 hours weekly traveling to and from work. This racks up to a grand total of 102 hours, and still hasn't allowed for time that must be spent in community activities.

In Dr. Richard Gordon's book "The Split-Level Trap," published last year, he says, "As in old-time American stable communities, our mobile society also regards producers, but in the dust and turmoil of getting ahead the meaning of 'producing' has become obscured. People in essence have tried to gain the rewards of productivity without first earning them through truly productive activity." (In other words, when you push a button . . . it produces but there is no personal reward or satisfaction.)

It is not always enough merely to produce. It is essential that we also be rewarded.

The point of all this, in my opinion, is simply that when the busy, harried, frantic mother of today finally realizes

that she must find her peace and quiet and satisfaction and some reward by *buying time, and using the time in a rewarding and satisfying way*; and when and if the laundry industry furnishes her a satisfying service which gives her *time*, and which is truly a convenience and not a hassle over poor quality, loss and damage . . . then, the laundry industry will certainly be in a position to be recognized as rendering a service of "value"—logical and emotional.

### BEGIN BY IMPROVING QUALITY

How will we go to work to render the housewife such a service and to bring her to see the true value? It won't be easy, and it will take some courage and require investing time and money.

I heard a startling fact the other day. I am told that when industry and government first began to question whether or not research into "reliability of performance" of electronic equipment would be worth the cost, they found upon study that parts were sometimes costing in maintenance over 1,000 times their original price. The study of reliability has come to be regarded not as an expense but as a necessary tool for *cutting costs*. The electronic industry is cognizant indeed that such a program has improved profit margins. *More important, it has improved reliability.* Thus research proved a twofold benefit.

Do we need to look to our "reliability of performance"? Speaking from knowledge based on absolute fact, I say we do.

A program to influence the "status" of the industry, without the same effort toward truly giving a satisfactory quality, will ultimately have the same effect as selling a customer rabbit fur when she thought she was buying mink. Research at best can only fix for you where you stand now, and perhaps point the way. Any program that leads in the direction of seeing the customer's needs, logical and emotional, and filling these needs is surely of such *value* to the industry as to be comparable to the "reliability" studies in the electronic industry. We have not scratched the surface of the possibilities.

### "SHE" MORE IMPORTANT THAN "WE"

The laundry industry has an important job to do. It's not what the homemaker can do for you that interests me as much as what you could do for her. I have talked with home economists who agree with me that women today are in a state of flux . . . the old way of living is gone and they have not yet begun to learn how to live in the world in which they find themselves. When they do, they will come to see the true "value" of a service which offers them *time*. They cannot properly assess the value of time until they learn that *time*, and how it is spent, is the way to happier living.

But even now, 60 percent of the professional laundry users who answered the Bureau's survey say that *time* is the most important factor in their use of laundry service.

I do not mean to imply that I believe using laundry service will solve all the problems of the homemaker. But I happen to believe we have something to offer her far and away above the mere washing and ironing of clothing. What do you believe? □□

## Construction

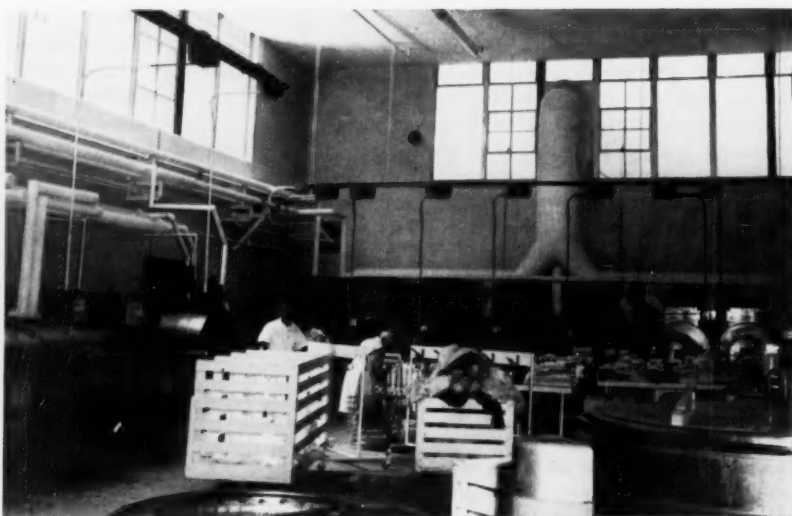
*Truck-loading area is 40 feet deep and doubles as fleet garage at night when overhead aluminum doors are run down. Note sprinklers, steel joists and commercial towel processing at rear right*



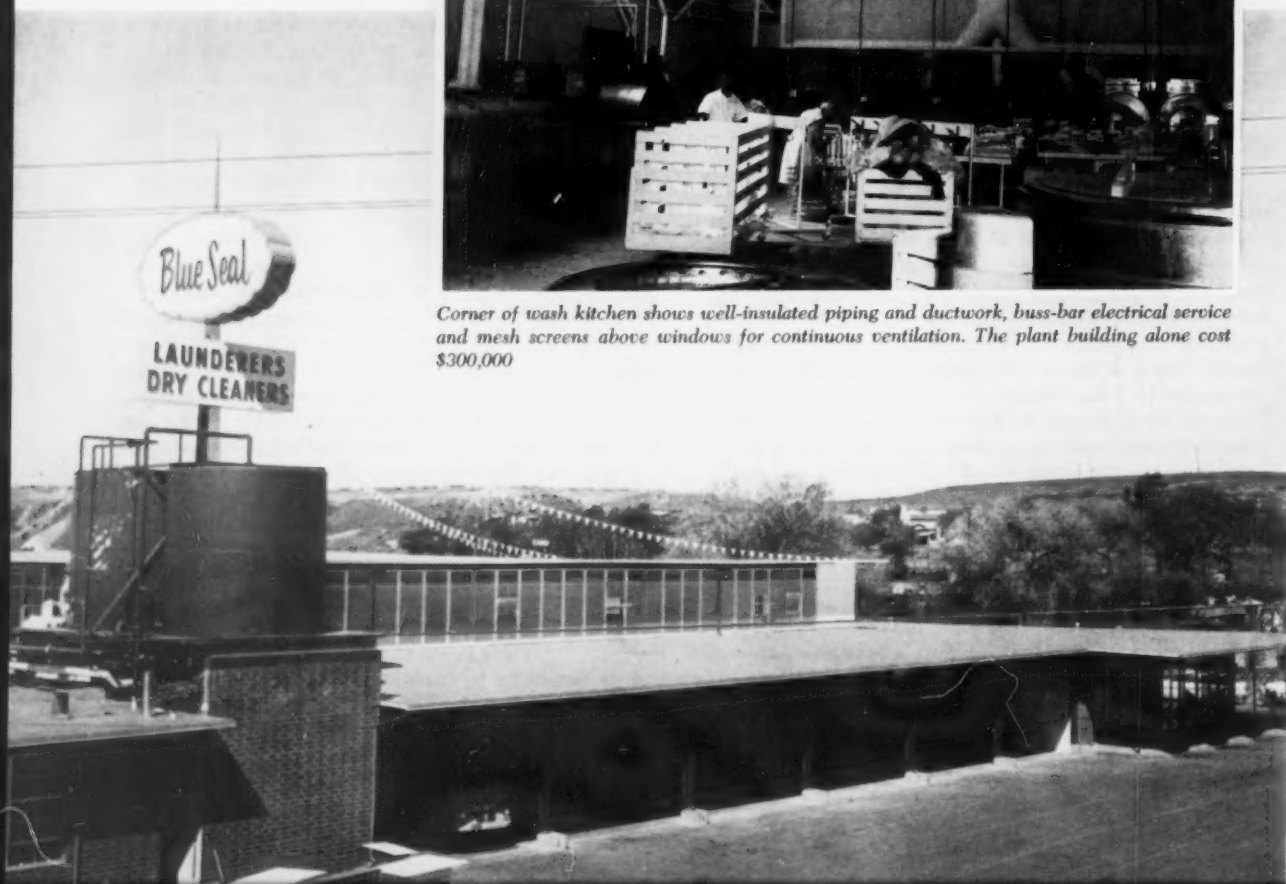
## Southern Service does it again!

**Newest "Super" plant represents more**

*Motorists' view of new Blue Seal plant shows call office at right, laundry department at center. Two 10,000-gallon water tanks painted black serve as base for huge revolving electric signs*



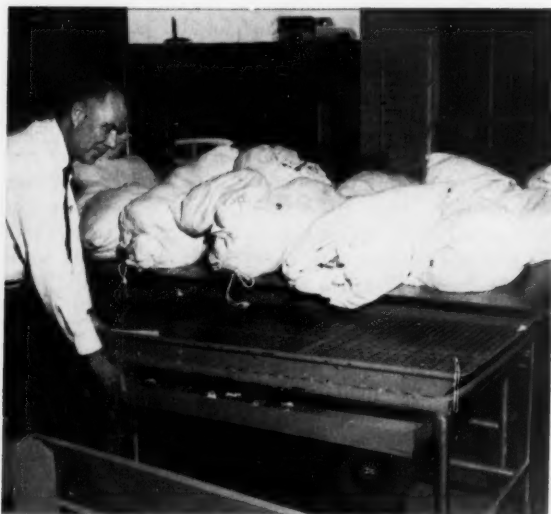
*Corner of wash kitchen shows well-insulated piping and ductwork, buss-bar electrical service and mesh screens above windows for continuous ventilation. The plant building alone cost \$300,000*





The spacious central room features a hung ceiling, sprinklers, and four rows of high-intensity single-tube lighting fixtures. This is the only plant in the chain equipped with a complete public address system

## than \$1 million investment



Plant manager John Fischer points out "crumb tray" under grate-top counting table to catch dust and foreign objects for easy disposal. Sloping storage table saves girl lifting soiled bundles



Frosted glass windows did not offer sufficient protection from westerly sun. The problem was quickly solved by fixing brightly colored aluminum panels to sashes at a 45-degree angle

by LOU BELLEW

FIVE YEARS AGO Southern Service Company, Ltd., built a \$600,000 super plant in Long Beach, California, to replace its old Long Beach Laundry and Linen Supply operation. It was said to be the largest single-plant expansion undertaken here in 35 years.

Early this year Southern Service put five of its 30 plants under a single roof in San Diego, California, in what may well be a record-breaking consolidation. The new facilities and equipment here are said to represent a total investment of over \$1,000,000.

The merger brings together the Munger, Electric and Peerless Laundries with the Bay City Linen Supply Company and Benbough and Duggan Cleaners—under the name Blue Seal Laundry, Linen Supply & Drycleaning.

G. Grenville Whyte, president of Blue Seal, states that "The company's decision to invest in the new facilities at the location selected was due to their confidence in the continued growth and prosperity of the San Diego area. The selection of Mission Valley as a site for our new home would provide us with a location in the heart of the future of San Diego."

The consolidation is expected to result in faster service throughout their countywide trading area. And greater efficiency in office procedure and over-all operation is expected to reduce operating costs substantially.

### Construction features

The new one-story building covers 50,000 square feet of the firm's five acres of property in a fast-growing area on the outskirts of San Diego. The building measures roughly 215 by 230 feet and boasts several unusual features.

**Box-in-box:** For one thing, the building might be described as a box-within-a-box. The laundry and linen supply work is processed in the main, high-ceilinged room at the center, and the other departments are located around it.

Thus the big plant call office and administrative offices flank one side of the production room while the boiler and maintenance rooms, the repair garage and the linen counting room flank the opposite side. There's a truck-loading dock on the third side with room for 21 trucks. And the fourth side houses the drycleaning department and another loading area for an additional 12 trucks.

The box-within-a-box construction helps to explain why there are only two supporting columns in the central room. The walls bear most of the weight of the 50-foot steel joists which span the area at 10-foot intervals.

**Insulated roof:** The roof is flat and made of corrugated steel panels. Their overlapping edges are welded together and the whole is in turn welded to the roof-supporting trusses. The panels are topped with a layer of 20-pound asbestos roof material; a layer of inch-thick insulating board; two more layers of asbestos and two coats of aluminum paint.

As further protection from the hot summer sun, there is a 24-inch air space between the corrugated metal roof and the production-room ceiling. The ceiling is constructed of 4-foot-square fiber-glass acoustic set into aluminum frames suspended from the roof trusses by wires.

Constant movement of air is assured by having 2-foot-high wire mesh panels above the production-area windows. Six inches of the mesh are above the plant ceiling to keep

## Southern Service . . .

the air moving in the air space, while the remaining 18 inches keep the rising hot air moving at ceiling level.

### Power and utilities

**Sprinkler system:** The entire plant, even the loading-dock area, is protected by an elaborate sprinkler system said to have cost in excess of \$25,000. The sprinkler is serviced by an eight-inch line from the city main. Five-inch service lines provide water at a pressure of from 125 to 140 pounds.

Every water and steam line in this new plant is of brass, and all the lines are insulated. Water comes in at 8 grains from a nearby lake reservoir, which is a far cry from the 16- to 24-grain water available from another source at the old plant location only 10 miles away.

A new heat reclaimer has exceeded expectations by picking up around 45 degrees of heat from the dump water. Coming in at 60 degrees, the tap water is raised to 105-110 degrees. In this case, the dump water courses through the tubes of the exchanger while the colder water circulates through the jacket. Flow is automatically reversed every 15 minutes to keep the reclaimer from clogging.

The one weak spot in an otherwise ideal water system is waste disposal. According to plant manager John Fischer, a number of years had passed between the acquisition of the present property and the actual building of the new plant. In the interim, the state put a superhighway past the property and very neatly blocked it off from access to the nearby sewage system. In constructing the highway it was necessary to raise the sewer 15 feet higher than the plant property and move it to the far side of the road. This means that plant waste water has to be pumped up to the sewer level.

To solve this problem, Blue Seal installed two 500-gallon tanks below ground to catch the waste water. One tank empties while the other is filling. The waste water is moved by air pressure. Only 15 pounds pressure is needed, but it takes a terrific volume to do the work.

A 4-by-12-foot air tank is used to build up the necessary pressure, by pumps that are capable of moving 48,000 gallons of water per hour. Actually, the pumps normally need only work at about half their capacity. As a waste-

water tank fills, the air rushes in from the storage tank and blows it across to the sewer in short order.

**Electric service:** At the suggestion of the local power company, Blue Seal is buying primary power from the utility firm at 12,000 volts and transforming it to 4,100 volts before bringing it into the plant where it is reduced to 220 and 110.

Also, there's something new here used for lighting the laundry department. The entire room is brilliantly lighted by only four strings of single-tube fixtures called "Power-Bars." These single tubes use about the same amount of power as fluorescent lamps but provide a far greater intensity of illumination without the use of reflective fixtures.

### Commercial towel service

Every man has a department of which he is particularly proud. In this case, it could appear that Mr. Fischer's favorite would be the commercial towel section. Four men regularly produce more than 32,000 school towels here in an eight-hour day. New equipment geared to washer capacity is part of the secret.

The soiled work is unloaded only 20 feet from the washroom and the bagged towels go directly to the washer in slat trucks. The washer used for this purpose is fully automatic and turns out 800 pounds of work in 24 minutes. That's 1,800 towels or 450 towels in each of the washer's four pockets. The towels are then moved across the aisle where a hydraulic extractor squeezes a pocket load of work in just four minutes. The "cakes" are next moved to a line of 200-pound-capacity gas-fired conditioning tumblers. After 15-18 minutes conditioning, the load is dumped into a spring-bottom aluminum truck designed to hold one tumbler load. These trucks are wheeled out to the loading dock where they were first brought in. Two men then count the towels in delivery bags—60 to a bag—and stack them in neat piles for the delivery trucks.

In the process, the towels have moved considerably less than 200 feet from start to finish.

### Looking ahead

Southern Service Company, Ltd., has come a long way since it was first organized by six men operating 14 laundries in 1919. Its chosen emblem, the Blue Seal, has become associated with fine laundry, drycleaning and linen supply service in Southern California since then.

The new Blue Seal operation opened its doors for business the first weekend in March with a gala open house to acquaint neighbors with its one-day service on laundry and drycleaning and its many other conveniences.

It's still too early to determine the actual results obtained from consolidating five plants under one roof. The consolidation caused little change in the production staff. In fact, two employees were added to the payroll during the transition to augment the 150 who were employed by the five original plants. But there were some cutbacks on the managerial side. There's only one plant engineer now instead of the four who were needed before. And there are now only six high-salaried executives required instead of nine.

In light of Southern Service's acknowledged efficiency and growth in past years, there seems to be only one way for it to go—and that's up. □□



The towel washer is located just inside the door from the loading area. Hydraulic extractors and tumblers are at left. Four men turn out 32,000 towels per day with minimum effort



## Supervisors say COMMUNICATION

### is their number one problem

THIS FACT was brought out in an informal study conducted by the Bureau of Laundry & Dry Cleaning Standards of supervisory personnel.

During a 12-month period the Washington, D. C.-based organization held six regional conferences throughout the Eastern half of the United States. At the conclusion of each conference, those attending were asked to finish this sentence: "My greatest problem as a supervisor is . . ."

An analysis of 160 comments supplied reveals the greatest problem was one of communication.

The supervisor needs to communicate with the employee in training. He needs to communicate in improving job attitude. He needs to communicate in supplying information in day-to-day work relationship, etc.

The answers also indicated that the supervisor needs to understand exactly what his job entails—its functions, objectives, responsibilities. In other words, communication from the top management level.

Recognizing this problem, the Bureau members subsequently began the work of correcting it by drawing up some general definitions of the supervisor's job. Here are the results as propounded at a recent meeting:

#### What is a supervisor?

A supervisor is a member of the management staff directing the efforts of those under him, as guided by company policy.

#### What are his objectives?

To get the job done in a minimum of time and cost, with the least amount of confusion and the proper degree of quality.

#### His responsibilities?

His first responsibility is to the company.

- He should follow company policies.
- Suggest constructive changes in policy.
- Make every effort to control cost.

His second responsibility is to the customer.

- He should strive for consistent uniform quality.
- See that the customer's bundle is returned *complete* and on time.

His third responsibility is to the employees.

- He should train them so that each may know what is expected of him, and what he can expect of the company.
- Train them in the proper use and maintenance of tools and equipment.
- Teach them to observe safety procedures.
- Maintain employee morale.

#### Supervisory problems

**Communications**—from supervisor to employee and from top management to supervisor. It is extremely important that communication from top management down follow the chain of command.

**Maintaining quality**—How to keep quality a prime factor in the employee's mind. And how to pay *constant* attention to detail.

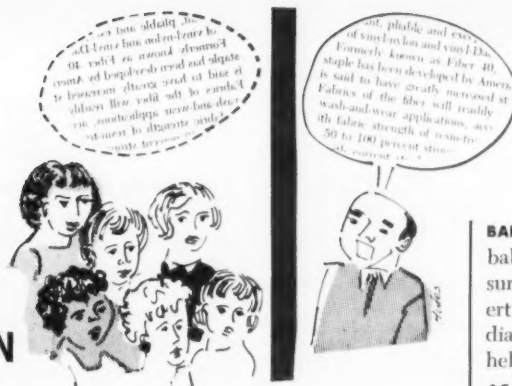
**Keeping costs in line**—How to balance quality and costs in your own domain.

\* \* \*

Using this framework as a guide, a progressive management is now ready to fill in the specific details as they apply to its own particular operation.

□□

## THE button trap



**BABY TALK:** Cleveland mothers calling baby counselor "Susan Adams" are surprised to learn that "Susan" is Robert Rundell, office manager of a local diaper service, who has been offering helpful advice for the past 10 years.

**AC-DC:** A London clothing firm adapted the electric blanket idea and wired gloves and garments for heat. Plastic-covered copper wires are woven into the material and equipped with extension cords that the wearer can plug into a battery-powered unit. The clothes are said to be washable.

**AD NAUSEAM:** A lady customer claimed she got seasick every time she wore a dress that had been cleaned by a certain drycleaner. She began to suspect that he was deliberately putting a chemical in it just to aggravate her. NID could find nothing wrong.

**WHITE HOUSEKEEPING:** According to the memoirs of a White House maid, old pillowcases at the presidential home are not thrown out. They are taken apart and restitched to cover the bed-pillow ticking. In this way, the stripes underneath do not show through, and the pillows look whiter.

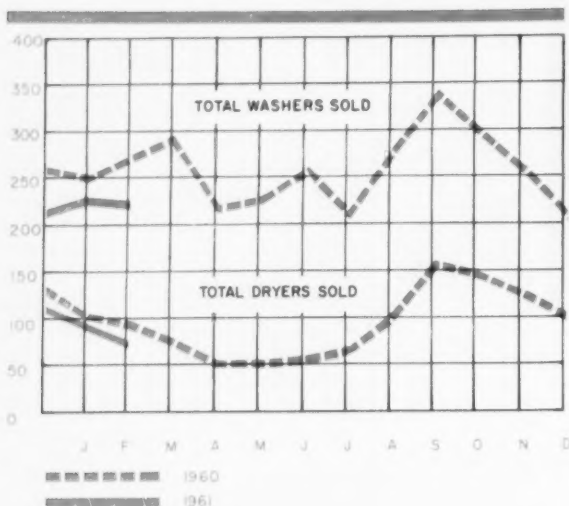
**AUTO-MAT:** One line of 1961 cars has a deep-well cargo space in the trunk where the gas tank in earlier models used to be. Travelers are advised the recess may be filled with water and used for washing garments during an auto trip.

**DOWN UNDER:** Instead of displaying shirt finishing equipment as is usually done in Home Show exhibits, one Australian plant got right in the swim of things by putting a live model in his booth taking a bubble bath.

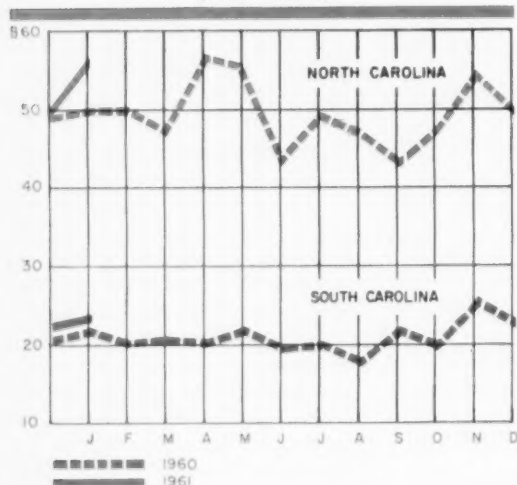
**SAVOIR-FAIRE:** It had to happen. A man walked into a Sussex (England) cleaning establishment, took off his trousers, handed them over the counter to be cleaned, and sat down to read a newspaper while the job was being done.

**HAT CHECK:** Experiments have shown that at a temperature of 25 degrees a clothed man can lose half the heat generated by his body if he goes hatless. Conclusion: If you want to keep your feet warm, wear a hat.

# HOME LAUNDRY EQUIPMENT SALES (in thousands of units)



## LAUNDRY & DRYCLEANING SALES (in \$100,000)



## HOW'S BUSINESS?

February factory sales of home laundry appliances totaled 314,936 units, down 7 percent from January and 23 percent from February 1960, according to Guenther Baumgart, president of the American Home Laundry Manufacturers' Association.

Washer sales for February 1961 totaled 227,562 units as compared to 456,481 sold in February 1960. That's a 20 percent drop in volume.

Drier sales were off 25 percent from 184,498 units down to 81,340. And combination washer-driers took the biggest drop with 6,034 units reported sold in February 1961 as compared to 12,417 sold the same month of the previous year.

No one knows how long the home laundry equipment sales slump will last. But surveys indicate that roughly 5 percent of all washers in use at the beginning of this year were 8½ years old or older, amounting to approximately one million units.

Furthermore, another three million washers are expected to reach this age during 1961-62. And for the rest of this decade, approximately 2½ million washers each year will move into this 8½-year-old category.

In South Carolina, February laundry and cleaning sales dropped from January but still showed a 6.55 percent increase over February figures of the previous year.

The total sales for this February amounted to \$2,166,394 compared to \$2,033,033 for February 1960.

North Carolina sales figures were unavailable for this period. However, January reports on wages and employment show the laundry and drycleaning industry here is still adjusting to the 75-cent state minimum wage law which went into effect last year. January 1961 showed an average of 90 cents an hour against 89 cents in January 1960. The industry worked 600 fewer workers than in January 1960 for a drop of 3.8 percent.

## Laundry business trends

### New Jersey

four weeks ended Feb. 25  
Laundry route sales  
—2.0% less than last year  
Drycleaning sales  
—7.0% less than last year  
Total sales  
—5.0% less than last year

*New Jersey Laundry and Cleaning  
Institute*

### New England

Feb. 4—3.6% less than last year  
Feb. 11—6.5% less than last year  
Feb. 18—2.4% less than last year  
Feb. 25—1.6% more than last year

*Carruthers & Co., Boston*

### New York

four weeks ended  
Feb. 25—4.6% less than last year

*M. R. Weiser & Co., New York*

### Southeast

Feb.—5.0% less than last year

*J. R. Wilson & Co., Atlanta*

## Our business is stable

by A. L. CHRISTENSEN

A. L. Christensen and Associates

In spite of all the talk of recession and unemployment, our February survey shows that laundries are holding their own. And, in fact, total sales for all reporting plants are actually up 1.21 percent above February 1960. That's not much, admittedly, but the trend at least is upward.

February reports of other industries are not available at this writing. But January figures indicate

- auto dealers' sales were down 10 percent
- furniture and appliance store sales down 12 percent, and
- factory payrolls down \$5.2 billion from January 1960.

Laundry-drycleaning employees may not be the highest paid in terms of hourly wages. But they are at least employed in a clean, stable business that is not subject to periodic layoffs.

### The broad picture

Looking at the over-all sales picture for the last four quarters, it's interesting to note that retail laundry sales have declined from the previous year and actually represent between 49.90 and 57.69 percent of total sales income, depending on the season of the year. The gains in total sales have come through diversification—particularly, into drycleaning, rental laundry, commercial and wholesale work. Some 72 percent of all reports received for February included commercial sales and/or rental service figures.

Other sideline services (primarily coin-op laundry) showed impressive gains. However, they represent a relatively small percentage of total sales volume.

Now let's take a closer look at the summary of information submitted to us for the four weeks ended February 27, 1960, and February 25, 1961.

**Total sales up:** Three out of five plants reporting showed increases in total sales with an average gain of 8.54 percent.

There were wide differences between the increase of some plants and the decrease of others. But if local economy had an adverse effect on volume, it was not mentioned by any of those reporting.

Some attributed their results to the weather. One blamed his 6.2 percent decrease on the dozen coin-ops which opened in his town of 65,000 population within the past year. And another frankly admitted that his gain came as a result of another local laundry's closing.

**Retail sales down:** Only two out of five reported increases in retail laundry sales, but the gains averaged 9.24 percent.

**Commercial sales up:** Sixty percent said they did some commercial and wholesale business in February 1961. A little better than half (53 percent) who had

*Continued on page 66*

## Christensen's Quarterly Review 1960-61

### SALES—Percent Increase (Decrease)

(compared to same months in 1959)	May	Aug.	Nov.	Feb.
Laundry				
Retail	( 1.31)	( .74)	( 1.05)	( 2.44)
Comm. & whse.	7.39	6.76	( .28)	.63
Rental	14.16	16.72	8.33	7.91
Total laundry	1.10	1.42	( .37)	( .59)
Dryclng. & storage	( 3.85)	6.05	3.71	5.61
Rug cleaning	(16.06)	9.12	( 3.71)	(12.71)
Other services	65.76	97.69	23.29	25.12
Total sales	.67	3.52	1.22	1.21

*Some 60 percent of the plants reporting showed an increase in total sales during Feb. 1961 as compared to sales for Feb. 1960*

### SERVICES—Percent of Total Sales

	May	Aug.	Nov.	Feb.
Laundry				
Retail	53.38	57.69	52.53	49.90
Comm. & whse.	10.86	12.14	10.36	11.68
Rental	6.13	5.44	5.23	10.16
Total laundry	70.37	75.27	68.12	71.74
Dryclng. & storage	26.71	22.21	29.09	26.84
Rug cleaning	.37	.49	.45	.33
Other services	2.55	2.03	2.34	1.09
Total sales	100.00	100.00	100.00	100.00

*Laundry retail sales remained fairly steady but accounted for only a little more than half of the total sales income during the survey year*

### PRODUCTIVE LABOR COSTS—Percent Increase (Decrease)

	May	Aug.	Nov.	Feb.
Laundry	1.39	( .89)	( 1.77)	( 2.28)
Drycleaning	( 2.73)	2.98	( 1.32)	1.42
Rug cleaning	(11.38)	(16.80)	( 9.01)	( 8.38)
Other services	28.05)	65.39	26.67	60.95
Total	.62	.28	( 1.56)	( 1.29)

*When productive labor costs are figured in relationship to percent of sales, the cost percentages tend to stay fairly steady from year to year*

### IMPROVEMENT FACTOR—Increase (Decrease)

	May	Aug.	Nov.	Feb.
Laundry	( .29)	2.31	1.40	1.69
Drycleaning	( 1.12)	3.07	5.03	4.19
Rug cleaning	( 4.68)	25.92	5.30	( 4.33)
Other services	37.71	32.30	(3.38)	(35.83)
Total Improvement	.05	3.24	2.78	2.50

*The Improvement Factor is the difference between the percent change in sales and the percent change in productive labor costs. A decrease calls for action*

## Legislation

# Hartford permits unattended laundries

Coin-operators' voluntary action stops unwanted legislation here

by HENRY MOZDZER

### SAMPLE OF INDUSTRY COMMITTEE REPORT

A. .... Ave. X. .... Laundry

The store has 15 Westinghouse washers, 4 Huebsch driers, and vending machines for soap—bottled Pepsi-Cola—phone. This is the store which started the drier worry some seven months ago. As yet safety latches have not been installed on the drier doors. The lighting was good. Exposure inside viewed from the outside revealed two hidden areas. Water closets were available to the public. Drier rear areas were protected, but not inaccessible to the public. Washer doors were without safety locks. An exhaust fan over the front was not adequately protected.

#### Recommended to be done:

- Install at once safety latches on drier doors.
- Eliminate the two hidden areas.
- Lock the water closets from public use.
- Eliminate or replace the bottled coke machine with a paper cup dispenser type.
- Rear area of washers must be made inaccessible to the public.
- The exhaust fan should be protected.

B. .... Ave. Y. .... Laundromat

The store has 20 Westinghouse washers, 5 Aldryers, and vending machines for soap, candy, milk, phone, bottled Pepsi-Cola. All driers were without the safety latches. The lighting was good; but examination of exposure from outside revealed a hidden area inside. There were no water closets available for the public. Both washer and drier rear areas were properly inaccessible to the public. The washer doors had safety locks.

#### Recommended to be done:

- Eliminate the one hidden area.
- Eliminate or replace the bottled Pepsi machine with a paper cup dispenser.
- Install at once safety latches on all driers.

C. .... Ave. Z. .... Coin Laundry

The store has 28 Speed Queen washers, 10 Huebsch driers, and vending machines for soap, candy, milk, phone, coke from paper cup-dispenser. The lighting was good, exposure good and there were no water closets available to the public. All driers and washers were equipped with safety latches. The rears of both washers and driers were inaccessible to the public.

Recommended to be done: Nothing

THERE'S A WAY of making coin-operated laundries safe without the necessity of employing unnecessary labor. Coin-laundry owners in Hartford, Connecticut, did it by drafting their own regulatory ordinances.

This voluntary move forestalled city council action which might have made it a lot tougher for the industry as a whole.

It's happened in other cities. Restrictive ordinances have limited operating hours, made attendants mandatory, enforced Sunday closings, imposed license fees, etc. But not in Hartford. Thanks to some good constructive thinking on the part of a few far-seeing leaders, the industry called its shots with the result that everybody benefits—coin-laundry operators and the public alike.

#### How it started

The unattended coin laundries in Hartford were first brought to the attention of local authorities as being potentially hazardous late in 1959.

A teen-age youth was caught just as he started to climb into a drier to take a spin. Fortunately, the mishap was averted. But the principal of his school recognized the danger and contacted city officials to see what could be done to make such establishments attended.

An understanding city manager (Carlton F. Sharpe) called the Chamber of Commerce and asked if it could bring coin-op laundryowners together. The purpose: to give constructive thought to the hazardous conditions which might prevail and to eliminate them voluntarily.

Two meetings were held and numerous safety features were proposed—chief among them was the substitution of mechanical latches with mag-

*Typical reports on coin-operated laundries as presented to the Hartford Common Council by a team of industry representatives in ten-page advisory to make operations safer*



*Coin-op ordinance finally passed in Hartford puts establishments off limits to loiterers and unaccompanied minors. Business license is issued without charge*



netic catches, to make it possible to open driers from inside as well as outside. The owners agreed to install them on their driers.

Things eventually quieted down until about six months later. Then a 10-year-old boy received second degree burns from hot water pipes when he got in behind a line of washers at an unattended coin-op.

This time, the pressure was on. The city meant business. Inspection by building inspectors showed an unsafe condition existed. And it looked as if some restrictive legislation would be pushed through in short order.

Fortunately, a few industry representatives saw that something had to be done and done quickly. There was no point in fighting it.

The municipality couldn't be blamed for its concern, but on the other hand it should not be permitted to legislate indiscriminately against an industry which it didn't fully understand.

The industry representatives secured a list of unattended laundries from the Building Inspector and made a tour of inspection of these and 10 others of which the city had no record. In all, they visited 26 plants.

The inspection took place on Monday and Tuesday, July 11 and 12, 1960. The inspection party (consisting of no less than three experienced laundry operators traveling together) were frankly appalled by what they found. Aside from being anything but clean, many of the establishments were downright dangerous. A number of them didn't even have the safety catches on drier doors that owners had promised to install six months earlier. The inspection party also found that the burning accident would never have happened if the working area behind the washers had

been secured firmly by a simple bulk-head enclosure.

#### Plan of action

On July 14, 1960, the industry representatives met with the City Manager and the Safety Division of the City Council. They presented their case thus:

1. They admitted the scalding accident was unfortunate. But they tried to show that the significance of it had been blown out of proportion. That such an accident wasn't too unusual from other things that go on in a community.

To prove the point, the committee provided each member of the City Council with a set of newspaper clippings taken from the same issue of the *Hartford Courant* in which the report of the scalding accident had appeared.

The dozen or so clippings recounted such events as a stabbing, the death of a civil defense official in an auto accident, two youths charged with milk thefts, a report on an 11-year-old boy who cut himself accidentally by running into a showroom window, a prison riot, a cop killing, and other lurid happenings that occur regularly in almost every city even though laws exist to prevent them.

Among the clippings there was also one reprint of a coin-op advertisement from the *Reader's Digest* which pretty well summed up the advantages of the unattended laundry service story. This was intended as background material for the Council to show them the idea had national acceptance.

2. The industry representatives then presented each Council member with a 10-page booklet that contained a report on each one of the coin-op establishments in the city, together with recommendations as to what

needed to be done to make each as safe as possible.

The report covered 21 unattended and two attended coin-ops. (Three stores formerly listed in operation had gone out of business.) Of the total, only two needed no safety alterations whatever.

Here are some of the specific recommendations made by the industry's investigating committee:

- Install safety latches on drier doors.
- Eliminate hidden areas to give unobstructed view of interior from the street.
- Enclose piping, hoses, etc., behind washers.
- Make backs and tops of driers inaccessible to public.
- Replace bottled soft drink machines with types dispensing paper cups or eliminate entirely.
- Close water closets from public use.
- Disconnect or cover unused electric outlets in public area, etc.

The inspection report was signed by Arthur C. Stevens, the Nelco Coin Laundry Co., Hartford; Leonard K. Myers, the Connecticut Coin Laundry Co., West Hartford, and Victor Kupperberg, Laundercenter Corp., Manchester.

3. The coin-op representatives also drew up a definition for coin-operated, self-service, unattended laundries. And drafted a proposed regulatory ordinance based on safety recommendations made in the report. The City Council was urged to adopt the proposed ordinance without delay.

4. The committee further volunteered its services to work with building inspectors in familiarizing them with coin-laundry operations for purposes of investigating safety infrac-

*Continued on page 67*

# Looking through GLASS FABRICS

by GEORGE H. JOHNSON

Since 1946 glass fabrics have found increasingly wider applications in home and industry. George Johnson examines these developments and recommends procedures for laundering these materials commercially.

FIBERGLAS—Commercial Laundering Formula					
WASHING CYCLE	OPERATION	SPEED	WATER LEVEL	TIME	TEMP. (a)
1 (b)	Suds	7-10 r.p.m.	12"	5 min. max.	120° F.
2	Rinse	7-10 r.p.m.	12"	2 min.	120° F.
3	Rinse	7-10 r.p.m.	12"	3 min.	120° F.

Source: Owens-Corning Fiberglas Corp.  
 (a) For medium to heavy fabrics only; for lightweight fabrics, use 90° to 100° F.  
 (b) Two suds operations—or preliminary soaking in mild soap and water softener—are recommended for excessively dirty fabrics.

GLASS YARNS were first produced on a commercial scale in 1936. Being completely incombustible, glass was quickly recognized as having potential markets in such areas as curtains and draperies as well as electrical, insulation and fireproofing.

Owens-Corning Fiberglas Corporation was the first producer of glass fibers. It marketed the yarns as "Fiberglas." Other important producers are Johns-Manville Glass Fiber Co. (formerly Libby-Owens-Ford), Ferro Corporation, Pittsburgh Plate Glass Co., Gustin-Bacon Mfg. Co. and Modiglas Fibers, Inc.

## Chief uses

Chief uses of glass yarns today are in curtains, home and institutional drapes, wallpaper, insulation, home furnishings, construction materials, and in reinforced resins for small boats, automobiles, trucks and luggage.

The importance of glass fabrics for draperies is attested to by the fact that within a 10-year period the annual output of glass fabrics for this purpose increased from under half a million yards to 36 million in 1958.

## How made

Glass fibers may vary slightly in composition depending upon end-use, but in the main are composed of a borosilicate glass containing silicon, alumina, lime and borates as well as other mineral oxides.

In the original method, glass marbles (previously inspected to eliminate dirt particles) were fed into an electrically heated furnace equipped with a V-shaped bushing or trough. More recently the original melt has been fed directly to temperature-resistant alloy metal bushings containing 100 or more tiny orifices, thereby eliminating the remelting process. Either of two fiber-forming processes is used.

In the *continuous* process, the molten glass is drawn downward by gravity, the glass fibers emerging into air from the many tiny orifices at the bottom of the bushing. These filaments are gathered together, sized, and wound at high speed (as much as two miles a minute). As a result, the diameter of the fiber is roughly one-fifth that of human hair. It is this very fineness that makes it possible for manufacturers to process glass yarns,

with some modifications, on conventional textile machinery.

In the *staple* process, molten glass also flows downward through the many orifices in the bushing. Here the fibers are subjected to jets of steam or compressed air. The impact of the air or steam pulls the molten glass and forms fine fibers 8 or more inches in length. These fibers are collected, after lubrication and flame drying, on a revolving drum. The fibers are then drawn and spun into yarn much as cotton would be.

After weaving, glass fabrics are Caronized (heat-set) by being passed through an oven heated at 1200° F. for 5 to 15 seconds. This treatment burns away or distills all organic matter and sizing that may be present. A permanent crimp is imparted to the fibers that conforms to the weave itself. At the same time the glass fibers become more relaxed and limp. Furthermore, wrinkle resistance is improved.

The fabric, after leaving the heat-setting oven, is immersed at once in a bath containing a resin finish which is squeezed by rollers onto the fabric.

The resin provides protection against flex and abrasion. It also provides a base that can be dyed or printed with pigments, after it has first been cured at 300°-350°F.

Glass also can be yarn-dyed, using salts of antimony, cadmium, gold, chromium and molybdenum, oxides of copper and iron, or carbon black, aluminum and copper.

In the spring of 1959, Union Carbide and Carbon Corporation announced the Silrama process for dyeing glass. This process follows Caronizing and is based on the use of amino alkyl ethoxysilane. The reaction still is not completely understood. It is thought that the siloxane end of the molecule forms a silicon-oxygen-silicon bond with glass fibers, and that reactive sites on the chain then form a chemical bridge with the dye molecule. With this process, vat, sulfur, direct, acid, premetalized, and the newer reactive dyes may be used. Blacks and other deep shades are possible with this method.

#### Industrial applications

Glass-yarn fabrics are being used to overcome air pollution or smog. Bethlehem Steel, for example, utilized silicon-treated glass filter bags 11½ inches in diameter and 25 feet long to collect electric furnace fume dust. In this way gases, smoke and soot are disposed of before they reach the atmosphere. Cement manufacturers are adopting glass bags for a similar purpose.

The obvious advantages of glass-fiber filter bags are (1) greater resistance to attack by chemicals, (2) absence of any tendency to shrink or stretch, and (3) elimination of any need for shaking or frictional action to remove the collected dust, thereby increasing the useful life of the bags.

#### Laundering procedure

In 1958, 36 million linear yards of glass draperies were produced in the United States; in 1959 production reached 43 million.

Soil lies largely on the surface of glass draperies and is easily removed. Heavily built detergents, agitation, or high-temperature washing formulas are not necessary.

*Domestic*-type glass drapes, usually lightweight constructions, may be "dunked" in a warm water solution of detergent followed by rinsing. Moisture is not absorbed by glass; a brief air drying is all that is required. Glass drapes should *not* be extracted or tumbled.

*Commercial* glass drapery installations are usually much heavier in construction and therefore are too difficult to launder by hand. A wool-type washing formula should be used with the following precautions:

- Remove all hooks and weights
- Operate the washer at low speed, as for wool, and at temperature not exceeding 100°F.
- Use high water levels regardless of machine diameter.
- Use a neutral soap or neutral synthetic detergent; avoid highly alkaline products or sodium hypochlorite bleach.
- Do not extract, wring out by hand, or tumble-dry. Do not press or iron, especially hems.
- Allow the drapes to air-dry after smoothing the fabric and straightening the seams while still damp.
- Return glass drapes on hangers, but avoid sharp fold lines.

Greasy stains may require special treatment with perchlorethylene for their removal. Plants equipped with syphoning-action washers can wash glass drapes very easily in a short run with neutral soap or a non-ionic detergent.

#### New Products

Flecton is a reflective yarn made by Minnesota Mining and Manufacturing Company for use in outer garments in order to provide greater safety to children and others in the dark. Textile yarns are used that have been coated with tiny powdered-glass beads. Although other yarns may be used, rayon and nylon seem to be used most. They are used in various knit and woven constructions in order to impart light-reflective properties to outer garments. In automobile light the reflective yarns develop a bright silver glow. "Cat's Eye" is one trade name of the type and "Flecto-Flash" is another. □□

## SEEN AND HEARD

The Arcade-Sunshine Company recently announced the sale of its laundry and drycleaning retail routes to four other firms in the District of Columbia area. President Leonard Viner of Arcade-Sunshine said the retail routes were sold to permit his company to concentrate on its fast-growing rug cleaning business, largest in the area and fourth largest in the nation.

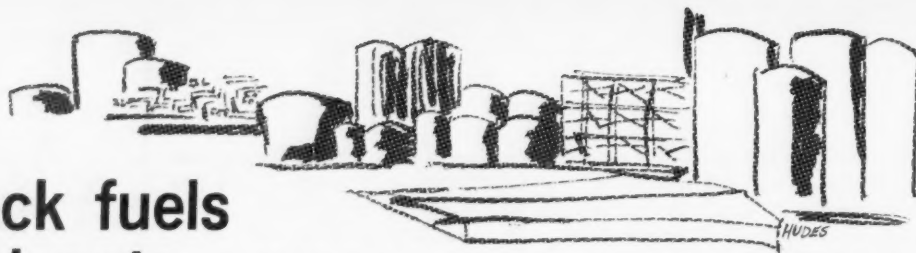
Water rates in Boston will go from \$2 to \$3 per 1,000 cubic feet after July 1, 1961. The rates for volumes above 20,000 cubic feet have not been set as yet. Also, House Bill 1508, which authorizes Boston to charge users of the Boston sewerage system, has been passed by the House and Senate and now goes to the Governor for his signature.

Nelson ("Monk") Noland of Warrenton, Virginia, who owns the Fauquier Laundry, made *Time* magazine recently. He was a guest at a party attended by the First Lady, Mrs. Jacqueline Kennedy, and says he used to squire her around.

John Carruthers of John Carruthers and Company, Boston accountants, rounds out his fiftieth year of association with the laundry industry. Congratulations!

ALD, Inc., distributor of commercial Westinghouse coin-operated laundry equipment, is completing installation of its new coin-operated drycleaning machines in 73 pilot laundromats across the nation.

Psychological studies reveal that sport shirt colors and patterns are an accurate index of a man's self-concept. Sexually secure and masculine men (which represents about 65 percent of American males) wear the middle range in color and pattern, neither exhibitionistic nor overly conservative. The remainder tend toward loud, off-beat styles.



## Truck fuels and lubricants

A down-to-earth discussion of the facts

TO THOSE OF US who spend all our time in fleet operation, some phases of the work, like fuels and lubricants, are fundamental. The testing and experimenting were done some years ago and no changing circumstances have occurred to alter them. For this reason they do not come up for discussion very often.

Not all these things are axiomatic to the proprietor of a business who can give his fleet, at best, divided attention. An example of this came up a few evenings ago at a meeting of our Browning Society and Inside Straight Club. Three of the contestants, who have some responsibility for operating small fleets while their major attention is devoted to other matters, earnestly questioned the rest of us concerning fuels and lubricants. They were genuinely puzzled, largely, I suspect, as a result of some advertising.

### Premium gasoline

One of the queries concerned the use of premium gasoline in delivery trucks, and this is about the answer that was forthcoming: The extra money paid for premium gasoline goes to obtain just one quality—that is, resistance to pinging or knocking. There is no delivery truck that I know of that requires or can economically use the raised resistance. The high-priced fuel does not have any more calories in it than does the regular or pump-grade gasoline. It will not provide more miles per gallon and it could give less.

The increased resistance to detonation is necessary for some passenger cars. It is for the most part a function of the compression ratio of the engine, which is the ratio of the swept volume of the cylinder plus the volume of the combustion chamber to the volume of the combustion chamber alone. These numbers never get high enough in work engines, such as those used in trucks, to need the better flame control. If truck engines are pinging, it probably means that the spark timing needs adjustment, or the accumulation of deposits in the combustion chamber should be removed.

All gasolines are doped considerably to give them desirable characteristics, and all of them vary seasonally to make them more suitable for use in various temperatures. All of them contain some alcohol to prevent carburetor icing when cold weather arrives.

There is little chance of any fleet operator acquiring enough specialized knowledge to write specifications for gasoline which he wants to purchase. It is largely unnecessary because the refiners tend to stay on the safe side.

### Engine oils

Engine oil is quite a different story. Here the best is none too good, although this does not mean the highest priced oil. Oils vary widely in what they will do, and they may be the difference in a significant percentage of engine life.

The measure of the value of an oil is pretty hard to ascertain because there are so many variables.

Some fleets are still using *straight mineral oil*, and this is a mistake. Just because mineral oil is the best natural lubricant is a poor reason for thinking it cannot be improved, even if the best grade of mineral oil is being used. Much more desirable and economical are the engine oils we shall refer to as "*heavy duty*" oils for want of a better name. These oils have several more detailed designations but they become confusing to almost anyone who does not have petroleum refining experience.

The price range between the straight mineral oils and the compounded oils is on the order of 10 cents per gallon. This is a trifling amount when you consider that it probably costs more to have the old oil drained and new oil installed than the oil itself costs. With heavy-duty oils, drain periods can be stretched out and the engine will live longer. The only reason I have ever heard for sticking with straight mineral oil is purchase price—with one exception.

This exception was based on the theory that engines in service using straight mineral oil were all clobbered up with deposits and emulsion. The installation of a heavy-duty oil would loosen up all this foreign matter, which would then be deposited on the oil screen. This would cause a stoppage, and the engine, being starved of lubricant, would be destroyed. This objection was met head on three times during the past year in three nationally known fleets. A simple procedure designed to prevent the predicted dire result was used and not a single engine got into difficulty.

### About additives

**Inhibitors and anticatalysts:** What do we get for the slight premium? To the casual observer perhaps nothing, because the appearance of the oil does not change. To the close observer, the improvement is quite radical when perhaps 10 percent of the lubricant is synthetic material of one kind or another.

Oil itself has a tendency to combine with oxygen and form sludge. A very destructive by-product of this combination is an oxy-acid which attacks the internal surfaces of the engine. Different metals used in the engine may act as a catalyst as well as the corroded metal. Oxidation inhibitors and anticatalysts subdue this process, and these are added to the heavy-duty oils. It takes two kinds of agents because the dope that is effective at low temperatures is not so good at high temperatures and vice versa.

**Detergent-dispersant:** The next change in characteristic should be fairly familiar to laundrymen. It is the addition of a detergent-dispersant. The only difference is that one is soluble in oil instead of water. It appears to work about like hand soap but in reality it does some additional things.





## every route operator needs to know by HENRY JENNINGS

Besides preventing the deposits from accumulating in gobs in inconvenient places, this stuff actually reduces the formation of deposits which come from a breakdown of sorts of both oil and gasoline when they are subjected to the punishment created by an engine at work. Sometimes this is done by changing a deposit to a less harmful kind. All in all, it amounts to a continuous laundering process when the engine is in operation.

**Viscosity index improver:** Another goody in this gunnysack is a viscosity index improver. It does not take an engineer to know that oil has more resistance to flow when it is cold than when it is hot. Since engines are going to be both cold and hot, the point is to get an oil that will flow in at about the same rate in the whole range of temperatures that will be encountered. Taming the wild fluctuations in oil is done by an additive which is part of the heavy-duty make-up.

All things are a matter of degree. At present you can buy a multigrade oil that has a viscosity range of from 10W to 30. This is too much of a good thing because there is no requirement for it in fleet operation. Most important, it is expensive to make and the cost is passed on to you. The cost of such an oil would not fall into the premium range mentioned earlier in this article.

The only apparent reason for such an oil would be where starting problems are severe in cold weather—and there are other, better techniques for cold starting. Our own experience with these extremely wide viscosity ranges has been that the oil has a somewhat greater tendency to throw down deposits. My friends in the oil business like to argue with me about this but I am sure either I win or it is a standoff. They have not convinced me.

At the highly viscous end of range, oil, when cold enough, will not flow at all. Since engines cannot be lubricated with a solid lubricant, a pour-point depressant is needed and this is of course, included.

**Foam suppressor:** If oil is churned up in the presence of air it will foam. Bubbles do not make a very good lubricant, and it is difficult for a pump to keep pressure on foam. The air entrained in the oil is compressible and the air promotes sludge. Thus a substance is added to shorten the life of bubbles and so keep foaming to an acceptable level. This is simply a means of keeping the oil in liquid form.

**Rust arrester:** There is some water in all engines while they are in service. It is caused by changes in temperature. Where there are water and ferrous metals there will be rust unless something is done about it. This calls for another additive which has a strong affinity for metal surfaces and when present provides a protective film over them. This material acts a great deal the same way as the additive for antifreeze which prevents rusting in the cooling system.

**Friction reducer:** All oils are slippery but this characteristic can be increased in some of them by the addition of chemicals. The oil people do not talk very much about this but it does find its way into some oils. The purpose is to reduce the coefficient of friction at sliding surfaces and thus reduce the unnecessary chewing up of horsepower.

### A word of advice

All of these substances find their way into engine oil in carefully studied amounts. It takes a great deal of laboratory work to determine what should be added and in what amount, because a dope that will improve the characteristics of oil from one geological basin will not necessarily work in that from another. It takes skill and knowledge to do it right.

What the previous paragraph was building up to was that because oils with additives are recommended, it does not follow that dumping stuff found in the fancy lithographed cans around gasoline stations is recommended. In the first place, no one will tell you what is in the cans. The stuff may or may not be compatible with the oil you are using. Economically, a can of the fabulous improver usually costs about as much as a fresh charge of oil, which leaves the operator completely on the wrong side of the ledger.

Most fleet operators know what is in most of those cans for curbstone application but you cannot be sure of all of them. For the most part the stuff will go out the breather after 20 minutes of ordinary driving. It is far better to get your additives in your oil when you buy it.

### Chassis lubricants

Chassis lubricants have improved sharply in recent years. To evaluate the improvement of one type against another is a difficult job. However, we seemed to have better luck with the grease containing molybdenum disulfide than with any other. The lithium manufacturers, of course, will not agree with this, and I would not want to argue with them. There just isn't enough data around.

The newer lubricants seem to resist washing out with water better than the old ones. A water-emulsified grease seems to be better.

A little off the subject, perhaps, but extremely important is the manner in which a shop takes care of lubricants until they are used. Shop visits almost sicken some of us because of the neglect. All too often we see oil being poured from dirty measuring cans, and chassis grease sitting around in containers with no tops, inviting dust.

If the operator would just stop and think that when dirty lubricant is put into his vehicles, he is paying someone to destroy them, he might insist upon a little good housekeeping. It does not seem like too much to ask. □□

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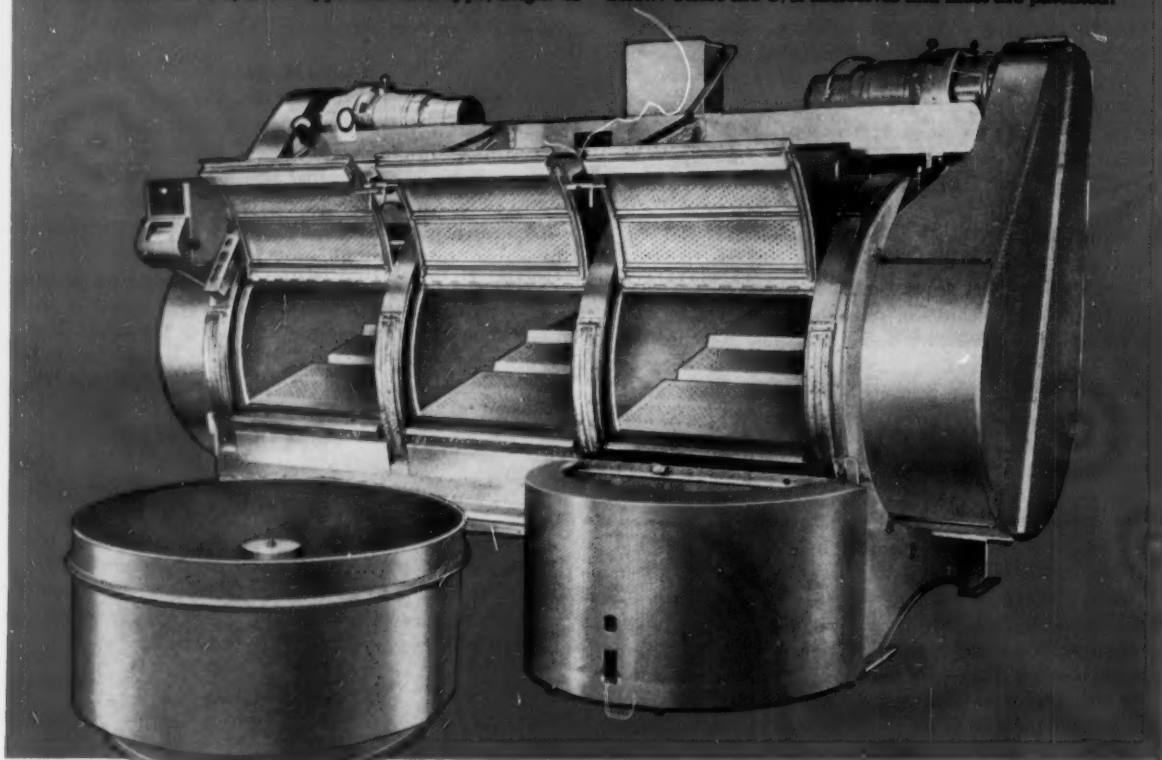
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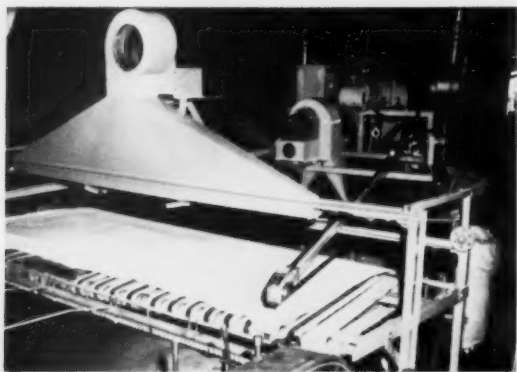
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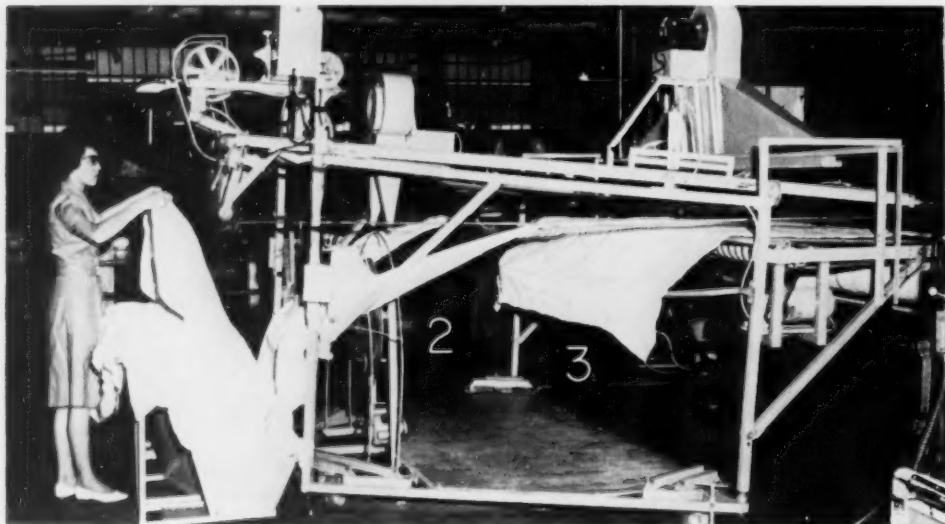
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## Engineering

*Finger roll has been removed from ironer to allow conveyor to drop sheet onto feed roll. Wide blower provides pressure. Machine is said to handle all standard sizes of sheets*

*Sheet-feeding machine in three stages of action: (1) girl ready to feed, (2) sheeting being spread by beaters and blowers, (3) spread sheet on conveyor going into ironer*



## Iron woman replaces feeders and boosts

A MACHINE that spreads and feeds sheets directly into a flatwork ironer has been developed in California. It enables one girl to do the work of two and is said to do it faster.

Our editor on the West Coast was invited to watch the sheet-feeder in operation last March. It was on display at the Model Linen Supply Company plant in Arcadia, California, where a motion picture filming session was in progress for showing at the National Linen Supply convention.

At the time of the actual filming our man reports that the machine performed without a single adjustment. And, says he, both ends of the sheet were as straight as a die going into the folder.

A group of linen supply executives in Los Angeles formed what they call the Community Construction & Engineering Co., to develop this and other

equipment for linen suppliers and launderers.

The sheet-feeder has been a year and a half in research and development. There are some improvements to be made before it goes into production, but in its present form it seems to have answered the basic problems.

### How it works

The machine performs two functions. The front end takes the sheet, spreads it and drops it on a conveyor. The conveyor then moves the sheet on to the feed-roll ribbons of the ironer.

The sheet-feeder is portable and can be pushed into position very easily where a plant does not run sheets all day. All you have to do is remove the doffer (or finger) roll from the ironer, move the sheet-feeder into position and set the wheel brakes.

The machine is operated by one girl who feeds prepared sheets into a set of grippers mounted on a pair of continuous chains. The grippers are 2 feet apart at the feed end, and she puts the two corners of one edge of the sheet into the set of grippers simultaneously.

The sheet is pulled over counter-rotating, disc-shaped "beaters" which spread the sheet outward over a wire guard. At the same time, a set of blowers above the beaters augments the unfolding action while the continuous chains pull the sheet taut and towards the rear of the conveyor.

The conveyor carries the spread-out sheet onto the feed roll of the ironer. Pressure on the sheet is provided by means of a downward air stream from a second blower, located above the conveyor. (According to the inventor, this second blower on occasion creates



## Coin-op drycleaning cycle cut to 14 minutes with new solvent

BY THIS TIME just about everybody in the trade has heard something about Du Pont's new high-speed cleaning solvent, and speculated as to how it will affect the future of coin-ops and the industry at large.

The development has created a lot of confusion and concern on one hand. Yet it has helped paint a brighter picture of coin-op cleaning's potential.

In an effort to clarify some of the thinking on the subject, Du Pont invited the trade press to Wilmington, Delaware, April 10, to present additional details. Equipment manufacturers were extended a similar invitation the previous week.

### What is it?

Valcene, Du Pont's new drycleaning fluid, is a fluorocarbon. This means the basic molecule has fluorine atoms linked to the carbon instead of the chlorine atoms making up perchloroethylene. While perc is a standard molecule, fluorocarbon is a complex and very stable molecule.

Valcene has been identified with Freon (which is a copyrighted trademark for a whole range of fluorocarbons as diversified as alcohols) but it has only casual resemblance to the familiar refrigerant.

### What does it do?

The new solvent is said to be the same as perc in some ways and superior to it in others.

- Perhaps its most outstanding property is its high volatility. It dries seven times faster than perc at room air temperature. (In the film accompanying the presentation made at Wilmington, a necktie dipped in a beaker of the new solvent dried out after it was swung in the air no more than a dozen times. The same film also showed a mixed load of clothes being cleaned, dry to dry, in 14 minutes in a converted washer-drier.)

This one fact could change the entire coin-op cleaning picture. One coin-op using this solvent produces three times as much work in the same

time as a unit using perc. This means the coin-op needs only one-third as many machines in a given location.

- The new solvent is also said to be five times safer—health authorities allowing a concentration in the air of 1,000 parts per million, against 200 for perc.

- It is also said to be superior to perc in its compatibility with fabrics, dyes and garment accessories. There is less tendency to bleed; no linting on blankets even when run with dark garments; prints stay on; water repellency is retained, and polystyrene is safe in this solvent.

It smells better than perc and rates about the same in nonflammability and soil and stain removal. Excess water in the system can be troublesome as in perc and lipstick stains "have to be watched."

- The new solvent contains chemical components which Du Pont officials say have never been used in drycleaning. It is said some presently used de-

*Continued on page 42*

## sheet production

a little turbulence and flips over a corner of the sheet just as it enters the ironer. He is thinking of replacing it with a number of small suction lines in the space between alternate feed ribbons.)

### What it saves

Since the machine feeds directly into the ironer, it replaces the two human feeders who normally performed this function. Just how many people you can actually save depends on your present method of flatwork operation. The manufacturers of the sheet-feeder say the machine will save up to four employees while increasing production 40 percent or better.

A report given on the machine's performance at Peerless Linen says, "Production through the sheet-feeder here was between 14 and 16 sheets per minute with the average being

slightly over 14, or around 850 per hour. That's with one operator feeding prepared sheets.

"The preparation of the sheets was at the rate of approximately 8 sheets per minute per girl. This, of course, meant two girls preparing 960 sheets per hour to keep up with the machine running at 16 per minute. For the actual production of slightly over 14 per minute through the feeder and ironer, the preparation required about 1¾ girls. We found that preparation never ran below 7 sheets per girl. Therefore, a minimum of 14 sheets per minute through the feeder required two girls to keep up. The preparation included inspection for wash-over and mend-overs, which meant that virtually 100 percent of the sheets coming off the ironer were folded and bundled."

The report concludes with the state-

ment: "Peerless was well satisfied with both the quality and production achieved by the machine."

### Miscellaneous data

- One other refinement not previously mentioned is that the machine is also equipped with two marking devices which allow the operator to color-mark sheets (with vegetable dyes) at the touch of a button should it be necessary to identify wash-overs or mends. The marks serve to alert the folder on which sheets are to be set aside after the sheet comes out of either the ironer or a folding machine.

- It is said that an unskilled girl can be trained to do a satisfactory job of operating the sheet-feeder after a half-hour's training.

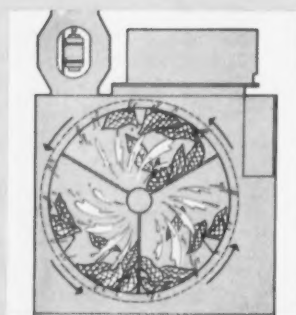
- It is understood that the sheet-feeder will sell for around \$5,000.



1. Washer
2. Extractor
3. Conditioner

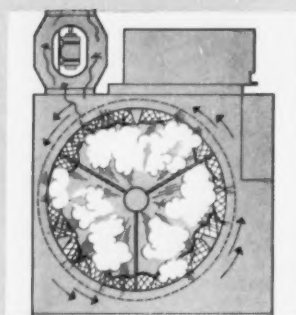
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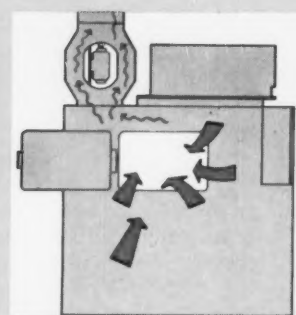
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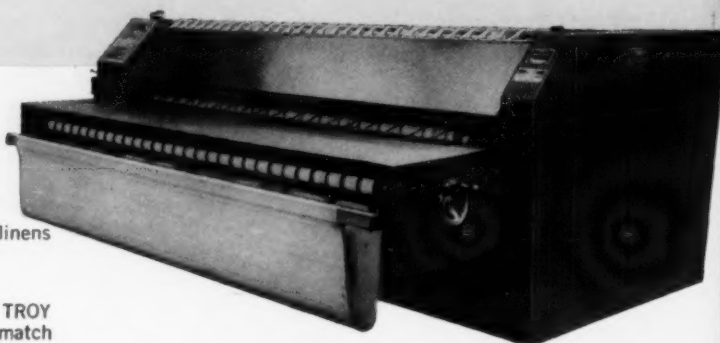
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CITY & ZONE \_\_\_\_\_

STATE \_\_\_\_\_

## Coin-op drycleaning cycle . . .

tergents can be used with Valclene, or it can be used alone.

### What does it cost?

The cost of the solvent is quoted at \$8 per gallon. It is understood, however, that Du Pont will make the solvent in two forms—one with a high and the other with a low concentration of additives. The price is expected to come down "significantly" as the volume of usage increases.

It will be sold nationally through Du Pont's present perc distributors, probably in 15- or 20-gallon drums. As to availability, Du Pont says it has enough to fill all foreseeable demands.

The new solvent weighs about the same as perc (13 pounds compared to 13.5 per gallon) but the new drums may have a flexible hose attached to minimize evaporation.

### Is new equipment needed?

Because it is so highly volatile, Valclene cannot be used in present equipment without some modification. For economical use it requires a tight machine with maximum vapor recovery. Most of the present cleaning machines

have liquid purification, which is also necessary.

Actually, for the purposes of preliminary testing Du Pont used a coin-op laundry washer-drier unit and adapted it by removing the cycle timer and adding external storage facilities and pumping equipment.

Du Pont officials would not guess what such adaptations would cost on existing cleaning equipment but they estimated new equipment designed to handle this solvent would cost approximately 60 percent more than present perc coin-units—\$3,800 versus \$2,300. But if volume of business utilizes the much higher capacity of the new unit and solvent, the net cost per pound per hour will be actually less than for a perc unit.

### Where can it be seen?

At this writing, there are no units designed to use Valclene that you can see anywhere. Vic Machine initiated the original process utilizing this new solvent, and has leased the master franchise to RCA-Whirlpool. It is understood that the franchise provides that subleases must be granted to all

legitimate manufacturers desiring to use the process. New machines are expected to appear in less than six months. Up to this time, there have been no announcements from manufacturers concerning coin cleaning equipment presently in use.

### Commercial applications

While the new solvent applies specifically to coin-ops, it can be used in commercial cleaning operations with equipment modification. However, there is not expected to be a large-scale swing from perc to the fluorocarbon for many years to come. It's possible that some plants may consider converting their existing equipment to get additional production capacity. No one knows exactly what the conversion will cost, though it will probably be cheaper to buy a new unit.

### Is it foolproof?

There are still many questions that remain to be answered, and the final proof of the pudding will come when the solvent is placed in the coin-op customer's hands. Time will tell. □□

## Paper blankets show merit in Swedish hospital test

RECENT REPORTS from Sweden indicate paper blankets will soon be mass-produced for use in hospitals, hotels and other institutions.

Preliminary experiments with such blankets (and pillowcases) at the Nyköpings Children's Hospital in that country suggest that throw-away bed linens may lessen the danger of hospital infections.

According to one United Press International report, Professor Olof Elgenmark, head of the hospital in which the tests were conducted, expressed satisfaction with the blankets.

Not only have they made a more hygienic treatment possible but, in his opinion, the method has also proved to be cheaper. "We get away from washing and ironing and save a lot of attendants," he is quoted as saying.

The blankets, which sell for about

40 cents, are made of cellulose wadding pressed together in 22 layers.

They are manufactured by a Gothenburg firm, the Nyboholms Bruk, Ltd. which also produces disposable sheets and pillowcases. The manufacturers believe these products can be useful for relief actions in catastrophe areas and underdeveloped countries.

Future plans call for the firm's exporting these blankets to some countries and allowing licensed production in others.

\* \* \*

The idea of using disposable sheets dispensed from a cabinet at the foot of a bed was proposed several years ago at a national Linen Supply convention.

At least one New York hospital finds it economical to buy disposable pillows at a dollar apiece.

### All-American's supermachine to be released this year?

Word-of-mouth reports indicate the All-American Research Foundation will unveil its machine for the continuous processing of flatwork by year's end.

Chance-Vought of Dallas, Texas, is said to be manufacturing the machine developed for the Foundation by the Stanford Research Institute.

This is the machine which is supposed to run at 100 feet per minute. It is said to be capable of washing with no tensile-strength loss in a fraction of a second. And to dry by "superheated explosion." The prototype used water and standard detergents.

The price of the unit has reportedly been set at \$78,000.





# HAVE YOU TRIED THIS

by TED POLLOCK

## To write better letters

No matter what you do, part of your success probably depends on your ability to sound interesting on paper. Yet many ordinarily articulate people "freeze" at the sight of a blank piece of paper. Result: cliché-ridden, pompous documents that accomplish nothing. Long words, mossy phrases, tangled sentences and the disastrous notion that there is a special "written English" all conspire to defeat the prime purpose of a letter—*communication*.

One answer, according to leading authorities, is to *write as you talk*.

- **Use the personal pronouns "I" and "you."** They are short, precise and far more interesting than such circumlocutions as "the present writer," "the undersigned," "the reader" or such impersonal constructions as "it will be understood" when you mean "you'll understand."

- **Abbreviate when appropriate.** Instead of writing "I did not," write "I didn't"—just as you'd say it.

- **Break the "rules," if necessary.** English is a living, changing language. What was unacceptable 20 years ago may be fine today. Thus, you were probably taught in school that it's wrong to end a sentence with a preposition. Yet, there are times when any other construction sounds awkward. (Winston Churchill buried this notion forever when he quipped, "That is the sort of arrant pedantry up with which I will not put!")

- **Use a colloquialism or slang word if it best suits your purpose.** If good usage is the meat-and-potatoes of our language, colloquialisms and slang are its pepper and salt. There are no real substitutes for such expressions as *okay*, *you bet*, *bark up the wrong tree* and so on. But like pepper and salt, they should be used sparingly for maximum effect.

- **Stick to the active voice.** Say "I've read your letter," not "your letter has been read"; "I appreciate your comments," not "your comments are appreciated." The active voice is dynamic; the passive voice, wishy-washy.

- **Be modern.** Avoid stuffy, unnatural phrases like "reference is made to yours of the 15th" or "please be advised." Instead, use clear, concise language. For example:

### DON'T SAY

at an early date  
acknowledge receipt of  
enclosed please find  
please note  
you may rest assured  
with your kind permission  
am pleased to advise  
thank you in advance  
regret to advise  
pursuant to our conversation

### DO SAY

soon  
received; got  
here's  
you'll notice  
you can be sure  
if it's all right with you  
I'm happy to say  
(omit altogether)  
unfortunately; I'm sorry to say  
as we agreed; as you requested;  
as I said

## Use your phone as PR tool

The entire sales staff of a Midwestern tire distributor periodically calls customers to see if they have any complaints or suggestions on how service may be improved.

A New York dentist makes it a point to call patients a month after he's completed their dental work to find out if they're having any problems.

A Southern nurseryman phones his customers after every delivery to make sure they are completely satisfied with their purchases.

Dupont Laundry of Washington, D. C., also calls all of its new customers.

Isn't there somebody *you* could call today—to show that you appreciate his business, to nip a complaint in the bud, to pass along an idea?

## For more efficient reading

Is keeping up with the literature in your field getting you down? Does there seem to be just too much to read? A helpful technique is *skimming*, the skill that gives an "airplane view" of the printed page.

Try reading the first sentence only of each paragraph. Drive yourself through a chapter in a book or article in a magazine, reading only the first sentence of each paragraph. Before long, you will be aware that this procedure makes sense, that the thought is flowing smoothly and progressively. If the first sentence doesn't make sense, try the last sentence of the paragraph. When you have finished, you will be aware of two things. First, you will have an over-all view of the entire selection. Second, you will be aware of having read *thoughts*, not just words.

Occasionally you will find a writer with whom this method of skimming doesn't seem to work. Such writers are the more difficult to read. They hide the "key" sentence in the middle of paragraphs. But writers usually follow a consistent pattern of thought development; once you crack one or two paragraphs and understand how the author works, all the others will probably show a similarity of structure and plan.

If after skimming, you decide that you want to read with more thoroughness, you can still save time by rereading the entire piece "telegraphically." That is, look for the words within the paragraph that express ideas without adding unnecessary detail. For example, read the following:

Reading is an extremely complex psychological process. Marked reading retardation should have the best advice of a reading specialist. The quickest way for anyone to improve

## HAVE YOU TRIED THIS? . . .

his reading efficiency is to seek the help of a reading center, such as are to be found at many leading universities.

How many words did you read? There are 48 words in that selection and, unless you are a skillful reader, you probably read all 48 of them. Here, however, is what you should have read:

Reading complex process. Retardation should have advice of specialist. Quickest way to improve efficiency is seek help of reading center. Found at leading universities.

You have lost nothing of the thought, but you have reduced your reading load by exactly 50 percent.

## For special mailing services

A working knowledge of the mailing services offered by Uncle Sam can save you time, money and a lot of needless worry. The most important:

**Special handling.** Guarantees a parcel will go first class at far lower cost than if you actually sent it first class. For a package up to 2 pounds, you pay the parcel post rate plus 25 cents; between 2 and 10 pounds, 35 cents extra; over 10 pounds, 50 cents. Particularly useful for (1) fragile merchandise; (2) quick delivery. (Note: You no longer need tape accompanying letters to the outside of packages. Instead, put letter inside, write "first-class letter enclosed" on package, add an extra 4-cent stamp for every ounce of first-class matter enclosed.)

**Registered mail** is insurance against loss. It can be traced and delivery proved by the Post Office because records are kept of each step in its handling. Minimum cost: 50 cents plus regular postage. For 10 cents more, you can request a return receipt—notice that mail was actually delivered. Recommended for mailing valuable documents and articles.

**Certified mail.** Similar to registered, it provides proof that you mailed a letter. You do the certifying via a special tag, costing 20 cents, that you stick on the letter. Recipient's post office makes a note of the letter's arrival, keeps it on file for six months. A receipt costs an additional 10 cents.

## Before you start worrying

Got a problem? You may be surprised to learn how pointless worrying about it can be. Here is a handy "Worry Table" against which to check your anxiety:

WORRY TABLE (Things we worry about)	
Things that never happen . . . . .	40%
Things that can't be changed . . . . .	
by all the worry in the world . . . . .	35%
Things that turn out better than expected . . . . .	15%
Petty, useless worries . . . . .	8%
Legitimate worries . . . . .	2%
Total . . . . .	100%

Next time you're upset and worried about something, remember— it's 50 to 1 against it being a real cause for concern.

## When you make a hotel reservation

Avoid disappointment by including these items in your request:

- \* The type of accommodations wanted, *including a second choice* (single or double bed; shower, tub or both).

- \* *Day, week and month* of your arrival. Use of all three avoids confusion.

- \* Time of your arrival and mode of transportation. If by air, include line and flight number. Then, should you be late, the room clerk can check with the airline, provided you request him to do so in your letter.

- \* Your date and approximate hour of departure.

- \* Where and how you want the confirmation sent (ordinary mail, air mail, collect telegram).

## It could save your life!

Examine the contents of your wallet. Think you have everything you need? The odds are that—like 8 out of 10 of your neighbors—you aren't carrying the most vital piece of information about yourself: *your blood type*. A card in your wallet, identifying *blood type and RH Factor*, is peace-of-mind insurance. Better yet, print this information on your identification card.

## To conquer day's tensions

Desk-bound and push-button-pampered, we can't always get the exercise we know we need to reduce tension, feel better, work at maximum efficiency. Yet there are many "little" exercises that you can perform on-the-job and throughout the day which need not interfere with your routine and which can be almost as beneficial as a trip to the gym. Try these:

- # In the morning, park your car or get off your bus four or five blocks from work. Briskly walk the rest of the way.

- # In your plant—get off the elevator a floor before your destination, walk up the last flight.

- # Use odd moments during the day to do a few semi-push-ups—lean on your desk at a 45-degree angle, then push yourself up straight. Or, try several deep knee bends.

- # Tension builds up in the neck and shoulders. So, whenever you've been working in one position for any length of time (at your desk, for example), sit back in your chair and shrug your shoulders several times. A few old-fashioned stretches can be a tonic, too.

- # Set aside part of your lunch hour for a walk. Even 10 minutes so spent can help work off "tension build-up."

- # Don't take the elevator down at the end of your day. Use the stairs.

ACCEPT THIS INSTRUCTIVE BOOK...



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36 pages on washing procedures...

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- FORMULAS
- TIPS
- CHARTS
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Here is an ideal refresher for the experienced operator; a time saver in training the new employee. Turn to the Metso Alkalies Laundry Handbook for washing procedures and answers to problems. Then join the plants throughout the country who, for clean, fresh washes, depend on Metso silicate alkalies.

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**METSO ANHYDROUS**, sodium metasilicate, anhydrous

**METSO 99**, sodium sesquisilicate

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Louisville 9

#### MARYLAND

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Cambridge 40  
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P. B. Gast & Sons Company  
Grand Rapids 4  
Haviland Products Company (Inc.)  
Grand Rapids 2  
Haviland Products Company (Inc.)  
Kalamazoo 1  
Wheaton Chemical Company, Lansing

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Carman Division, Kansas City 41  
G. S. Robins & Company, St. Louis 2  
Thompson-Hayward Chemical Co.  
Carman Division, St. Louis 2

#### NEBRASKA

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Carman Division, Omaha 8

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Craig Supply Co., Durham

#### NEW JERSEY

Washine Chemical Corp., Lodi  
Norton & Williams, Inc. Westfield

#### NEW YORK

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Commercial Chemicals, Inc., Buffalo 7  
Gold Par Products Co., Inc.,  
New York 14  
Whitman Supply Co., Inc., New York 54  
Rochester Carman Supply Corp.  
Rochester 6  
Scobell Chemical Company,  
Rochester 10  
The H & W Chemicals, Inc.,  
Rochester 3  
Scobell Chemical Company, Syracuse

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Memphis 3  
Chapman Chemical Company,  
Nashville  
Wurzberg Brothers, Inc., Nashville

#### VIRGINIA

Phipps & Bird Inc., Richmond 5  
Havner Supply Co., Inc., Roanoke

#### WEST VIRGINIA

B. Preiser Co., Inc., Charleston 2

## Conventions

# With D.S.I.A. in Gotham

## Summary of 16th annual convention for the diaper service industry



Diaper service executives turned out en masse to learn more about industry trends and developments. Typical session, and part of 30-booth exhibit in background

THREE DAYS RAIN failed to dampen the Diaper Service Industry Association's sixteenth annual convention and exhibit, which took place at the Statler Hilton Hotel, New York City, April 16-19. A total of 235 persons registered during the four-day show.

This year's program was divided into three basic segments covering cost control, promotion and general industry problems with a different panel of experts discussing each phase. Many facts and ideas came out of sessions—too numerous to mention in these pages. Here are some high spots.

### The cost clinic

• Management consultant R. S. Luckett, Baltimore, Maryland, stressed the importance of wage incentives and methods analysis as tools for cutting costs in the face of the new minimum wage law. He went into detail on reducing the cost of *folding operations* and raised a few eyebrows when he said a folder could actually fold 2,000 pre-folds and 1,200 two-ply diapers per hour on a bundle basis, under ideal conditions.

• Sidney C. Mele, Irvington, New Jersey, gave three suggestions for reducing *washroom costs* where supply costs vary from 9 cents to 15 cents per 100 diapers: (1) Get the right formula for your plant; (2) analyze your supply costs; (3) supervise your supervisor.

• Arthur S. Sislen, Washington, D. C., provided numerous ideas for *increasing production*. He finds a certain fabric softener has speeded his folding from 85 pounds POH up to 135 pounds. Other aids to production—a 7-hour work day, rock-and-roll plant music, provide Red Cross shoes as part of employee uniform, etc.

• A. M. Van Fleet, Allentown, Pennsylvania, discussed *office procedure* and explained how his company kept only one set of route records while most add to costs by keeping duplicate records.

• M. G. Morgan, Greensboro, North Carolina, talking on *route cost reduction*, urged keeping accurate truck cost records, getting the right size truck for the route, and adequate compensation for drivers. Says his records indicate truck leasing would cost him \$90 more per month.

The Q & A period also brought these facts to light: A good routeman can serve 135 out of 150 customers from memory. / Using past records to set up incentive system can throw you off as much as 40 percent. Get an expert's advice. / Plan for a 50 percent increase in production when you go to wage incentive program.

### Promotion clinic

• Robert Gruver, C. R. Gruver & Associates, Philadelphia, and Jack Shiffert, executive vice-president

DSIA, reviewed the objectives and progress of the association's promotion program. *Last year's program, incidentally, won the Silver Anvil Award—highest prize—in the American Public Relation Association's 1960 competition.*

• Donald E. Lynch, The Public Relations Society of America, gave a general talk on the meaning, means, and objectives of PR.

• Margaret B. Long, supervisor of homemaking education, Jacksonville, Florida, told how she uses DSIA material in homemakers program with 85 teachers in the city's school system. (The story will be carried in our sister publication, *What's New in Home Economics*.)

• Louis B. Wexler, M.D., Beekman and Fordham Hospitals, New York, discussed the difference between baby's and adult's skin, indicating why the former is more prone to infections. He also said he thought DSIA should work much more closely in *educating* doctors in premed schools, and by providing papers, exhibits at medical meetings. He won a round of applause when he said he would like to see all babies wearing professionally laundered diapers.

• Mrs. Janet Sillen, Institute of Motivational Research, tried to indicate the importance of research in establishing a PR program and cited many interesting findings discovered by Dr. Dichter





Cost clinic panelists, left to right: Morgan, Mele, Van Fleet, Sislen and Luckett



Problem clinic panelists, left to right: Dr. Mack, Taylor, Gruver, Aurbach . . . Kessler, Edwards, Tunick and Mandel

in other industries. Gist: You must be public service-oriented to succeed.

- Aaron Bonhoff, Elmhurst, New York, invited members to volunteer and test nine proposed marketing and merchandising ideas developed by DSIA.

- Jack Scharff, Memphis, Tennessee, urged local action in support of the association's PR program and told how diaper service operators were cooperating with schools in his city.

- Harper L. Schimpf, Washington, D.C., explained the enigma of industry communication thus: We don't know what's going on, yet at the same time, we complain when we receive too much information. Advice: Patience.

#### The problem clinic

Dr. Pauline Beery Mack, Texas Woman's College, reported 80 percent of members had too much chlorine in test-piece bundles last year. Suggestion: Cut down to 1 quart of 1 percent bleach for each 100 pounds of diapers. She also announced that a new test piece with 40 major *medical stains* will go out to see how members remove them in regular washing formula. Most are oxidizing stains which will come out with chlorine bleach.

Other sidelights: Dr. Mack's studies indicate antichlors do not reduce bleach damage; in fact, may increase it. *Phosphoric formula* which was once

considered almost a panacea has been dropped. Because while it's good for encrusted stains, it's not economical for regular washing formula.

- Theodore Tunick, insurance broker, answered queries on boiler, product liability, business interruption and other related problems.

- Dan M. Edwards, Atlanta, Georgia, acknowledged the use of a large conditioning tumbler for drying has reduced his costs in labor, fuel and power. / He found net service fine for twice-a-week delivery and bulk has worked out equally well since his change-over to once a week delivery.

- Arthur B. Aurbach, Chicago, advised operators thinking of IBM setup that the system works best for repetitive billing and where the figures will be used for *multiple* purposes like sales, trip sheets, etc. / He also plans to install caustic and silicate mixing tank to put supplies in liquid form with an expectant cost saving of about 20 percent. Most important, he advised, was to check your own freight costs before making this decision.

- Anson Taylor, Jr., attorney, provided basic background on restrictive covenants, antitrust laws, and the pros and cons of incorporating a business.

- Robert Mandel, Richmond Hill, New York, covered a wide area of subjects from the viewpoint of a practical diaper service operator, adding

much to the session. One of his lighter comments concerned his experiences with a personnel director. While it seemed a good idea to have such a person on the staff, the general criticism was that he tried to hire people who were too good for the job. "Someone who can't read or write," he said, "can still fold and be good at it."

- Bernard Kessler, Philadelphia, explained his company's policy of reclaiming lost diapers when customers stop service. A carefully worded letter calls attention to the number of diapers missing and requests a last hunt for diapers that may have been misplaced. The letter also mentions a charge of 25 cents per lost diaper although no real effort is made to collect it. The results have proved satisfactory. His plant averages 10.9 diapers for every customer discontinued.

#### New directors

Elected for three-year terms to the board of directors are: A. J. Stenberg, Montreal, Canada; Jack Nelson, Indianapolis, and Albert Weinstein, Gary, Indiana; Aaron Bonoff and Robert Mandel.

Eli Birer of Hempstead, New York, is the president of this national association.

The next annual convention has been scheduled at the Americana Hotel, Miami Beach, Florida, April 11-15, 1962.—Henry Mozdzer

**American's  
DYNA-PAK®  
Press**

***out-performs  
all others  
in every way***

***it's the fastest!***

What head action! In closing, the initial movement, smooth snubbing and full pressure are combined in *one fast, continuous sequence*. Return from pressure through snubbing to full open is just the same. This means production like you've never known.



***the smoothest!***

DYNA-PAK gives the smoothest operation ever. And it's quiet too! No noisy slamming or jarring, no loud, disturbing exhaust. DYNA-PAK is a real pleasure to work on.



## *the easiest to maintain!*

This unusual view shows why the DYNA-PAK is a maintenance engineer's dream. No toggles, cams, levers or pivots to lubricate, adjust or replace. Only three mechanical operating elements (Yoke, Head-Closing Cylinder, Sealed Power Unit), and up to 400 fewer parts than any other laundry press you can buy.

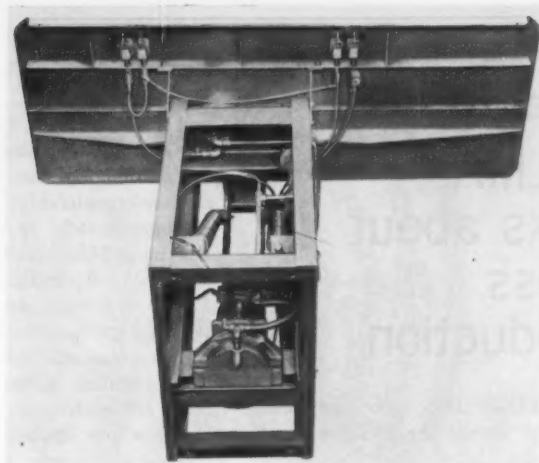
## *the easiest to use!*

DYNA-PAK'S convenient, finger-touch push buttons instantly initiate the fast, smooth application of high, uniform pressure. No adjustments are ever necessary as hydraulic cylinder of *Sealed Power Unit* and unique "floating" head automatically compensate for different thicknesses of garments and varying conditions of padding on the buck.



## *the most productive!*

DYNA-PAK outproduces them all! No other laundry press has such instant response, such smooth, quiet, shock-free action. The high-speed DYNA-PAK helps operators make more money for themselves and for you.



*In all types* of laundries throughout the country, American's DYNA-PAK Press is setting new, higher standards in production, quality of work, ease of operation, and day-in, day-out trouble-free service!



*See for yourself* why the DYNA-PAK is acclaimed by plantowners all over the nation as the greatest laundry press development in years. Ask your nearby American representative to arrange a demonstration or mail the coupon for Catalog AK 230-002.

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## Conventions . . .

### MILMA talks about press production

NEW FINISHING techniques were discussed during the monthly meeting of the Metropolitan Institutional Laundry Managers Association held March 15 at the Statler-Hilton Hotel, New York City. More than 50 members attended the evening session.

A film demonstrating the operation of a merry-go-round press was shown in cooperation with the Cummings-Landau Laundry Machinery Co., Brooklyn. After the showing, John Mayo, laundry manager, Memorial

Hospital, New York, gave some facts and figures to back up his claim that the new rotating presses in the laundry at Memorial have stepped up production considerably.

Approximately 14 percent of total volume at Memorial Hospital laundry requires full finishing. More than 32,000 garments serving 3,100 employees are processed through the plant each month. Since two carousels were installed earlier this year the units are each averaging 85 nurses' uniforms per operator per hour, 90 short-sleeve nurses aid dresses per hour, 120 interns' pants per hour, 90 lab coats per hour and 100 doctors' coats per hour. The plant formerly operated with four conventional 2-girl units. Since the new machines were installed the operators on one of the conventional units have been shifted to the carousels.

Mr. Mayo pointed out that the 14 percent on finished garments was high

because the policies of the hospital require a change of uniform every day for all employees.

Production of finished work in plants managed by other members in attendance at the meeting ranged anywhere from 1 percent to a high of 14 percent.

In conclusion, Mr. Mayo said that proper sorting of garments into various classifications before finishing is an important prerequisite to faster production on the units. To keep production flowing at a steady pace during the day a floor lady takes over on the presses during the operators' rest periods. It was noted that the new units have reduced operator fatigue and enable them to keep up good quality work all day.

After the discussion period the association president, Morton Weisberger, laundry manager, Sheraton-Atlantic Hotel, conducted the business meeting.—*Harry Yeates*

### Tri-Staters review industry progress

A WELL-BALANCED PROGRAM at White Sulphur Springs, West Virginia, April 10-12, was only barely dominated by discussion of coin-op drycleaning. The Maryland, District of Columbia and Virginia Laundry-owners' Association customarily meets twice a year at least. Thus each meeting's programs assume the character of progress reports on many topics.

Dr. Dorothy Lyle of the National Institute of Drycleaning reviewed her Philadelphia presentation on customer acceptance of coin-operated drycleaning. Hearing it for the second time, we realized it was so crowded with facts and impressions that we missed a lot of it the first time round. Questioning from the audience confirmed this reaction.

Analysis of a drycleaning coin-op operation was presented by George Klinefelter, Jr., based on the Elite Services installation at Kensington, Maryland, then in operation for 11 weeks.



Officers for 1961, from left: Wilmer Balderson, executive secretary; Maurice Long, president; Henry Worcester, director; Herbert Fried, director and retiring president; George Young, vice-president

Anne Sterling of the American Institute of Laundering then reported on the increasing success of the PR for PL program, describing gains of \$10 for every dollar invested, in plants that had gone into the program wholeheartedly.

An interesting innovation was comments on the PR for PL program by a panel of Anne Klinefelter, Peggy Pledger and Sue Jacobsen, all answered by Miss Sterling. The audience was drawn into what became a lively discussion.

In the afternoon two bull sessions were held simultaneously in separate rooms. One, on coin-op drycleaning, was dominated by discussion of the new fast cleaning solvent recently announced. The other, on the subject of public relations, was more general in character. It was interesting to note, although of questionable significance, that allied tradesmen were in the majority at the coin-op session, while

laundry-owners dominated the PR discussion.

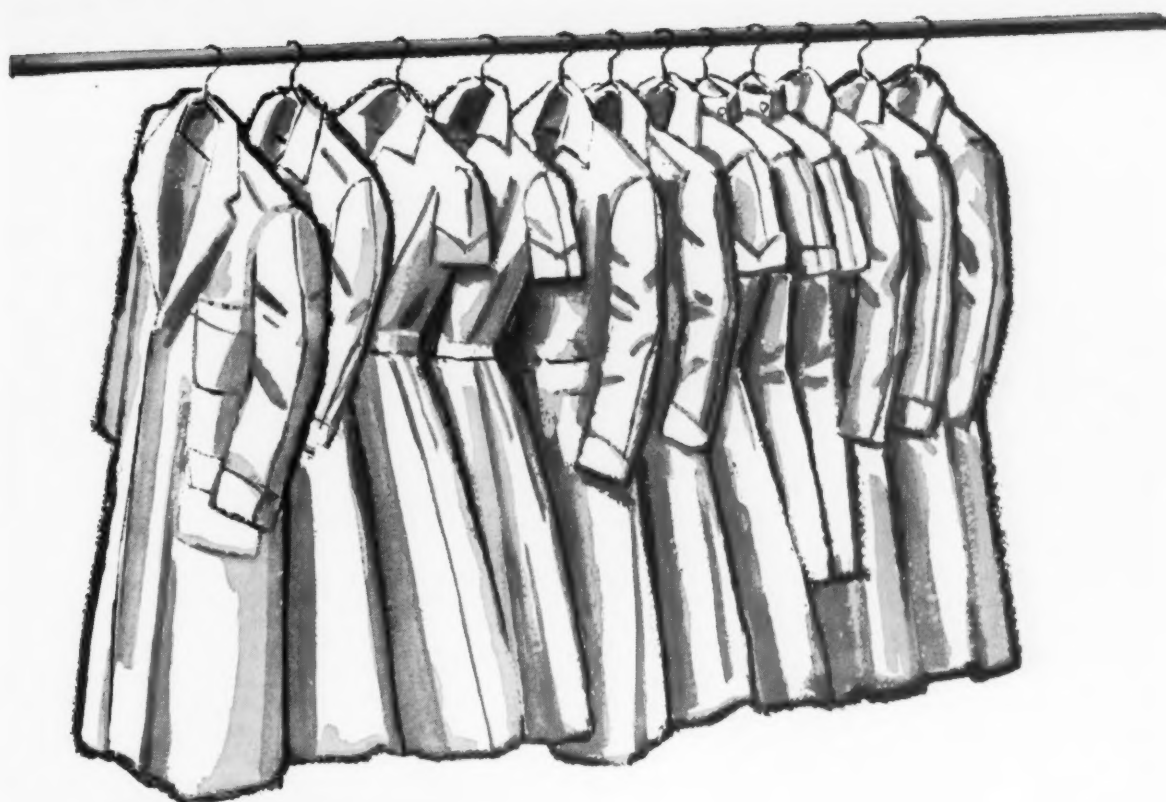
Wednesday morning's session was on sales outlets, with John K. Witherspoon of Washington's Dupont Laundry giving a distillation of 30 years experience with route operation: "The only way to give *complete* service."

Store layout, equipment and promotion were discussed by Richard Gallagher, Morey-LaRue Laundry, Elizabeth, New Jersey. Stress was on shopping-center stores, which should be in areas where "convenience" stores supplying daily necessities such as groceries and drugs are predominant, as against centers running heavily to shopping for occasional-purchase items such as garments, sporting goods, etc.

Questions directed to these two speakers also resulted in a considerable discussion of the Armour report on route sales operation.—*Bill Palmer*

*Continued on page 52*

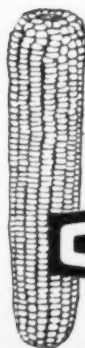




## One "size" fits all jobs

That size, of course, is CLINTON C & A STARCH . . . the starch that needs no expensive additives. Just vary its concentration to suit various fabrics. Uniforms, smocks, overalls and linens gain customer-pleasing smoothness and crisp, clean texture. All purpose C & A STARCH cooks in only 10 minutes after bringing to a rolling boil and never builds up on presses or ironer rolls. That means you always get fast, trouble-free production. To speed operations and produce perfect finishes on *all* industrial and professional fabrics, try uniform, waste-free CLINTON C & A STARCH.

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## LCATA is back in show business

will hold its first  
regional exhibit in fall;  
offers service to AIL and NID

THE WHEEL has come full circle. Over the years, the Laundry and Cleaners Allied Trades Association has sought to reduce the number of industry exhibitions to a minimum as a means of reducing costs.

These efforts finally culminated in the agreement to hold one national show for both the laundry and dry-cleaning industry each year. LCATA relinquished its interest in managing the national exhibitions and three years ago let the American Institute of Laundering handle the worrisome but profitable task, as the National Institute of Drycleaning had been doing for years.

Now LCATA wants to get back into the exhibit management business again and run its own shows.

On February 23 of this year the LCATA announced that it had set up a wholly owned profit subsidiary. It was to be known as the Laundry and Cleaners Allied Trades Exhibit Corporation and its function was to handle exhibits.

The matter was reviewed by LCATA's three major committees and the board of directors on March 23 and one regional exhibit was approved.

Recognizing the importance of their decision and its effect on the national customer associations, the directors of the Exhibit Corporation called for a joint meeting to be held with AIL and NID officials.

The presidents and presidents-elect as well as the general managers of both AIL and NID met with LCATA's Exhibit Corporation directors April 11.

They were informed of LACATEC's intentions to put on a regional exhibit (at either Cleveland or New York City) this fall without affiliation with any customer organization.

They were also offered LACATEC's services to manage future AIL and NID exhibits.

And that's where it stands now. Neither AIL nor NID can take any action until the LCATA proposal is considered at their respective board of directors meetings in June.

### Background

LCATA's unhappiness with customer-sponsored exhibit policies is nothing new. (It's questionable whether any one answer will ever be found to make laundrymen, drycleaners, suppliers, distributors and machinery manufacturers equally satisfied.) But LCATA's move to hold its own exhibits was somewhat of a surprise.

The straw that broke the camel's back was the show in Philadelphia. The poor turnout caused by a blizzard,

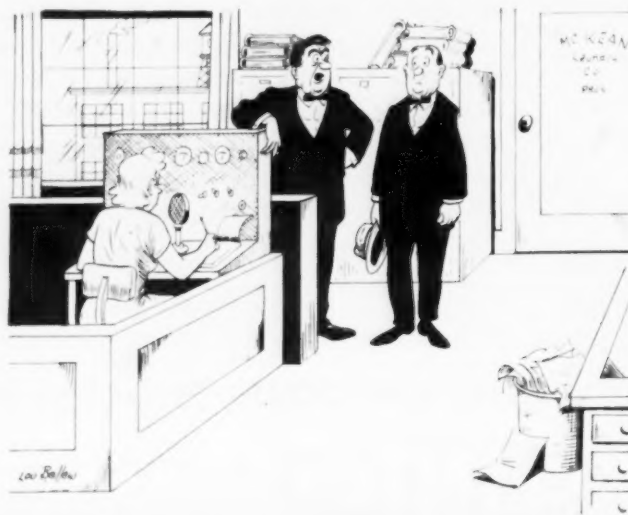
which totally disrupted transportation the last few days of the show, piled on top of existing grievances, was apparently just too much to take.

The one big exhibit a year hasn't worked out. Its size makes it unwieldy. Chicago, Atlantic City and Philadelphia are about the only cities that can accommodate it and the 10,000-15,000 conventioners.

By going to the smaller regional shows which are expected to draw attendants from a 250-mile radius instead of the nation at large, LCATA hopes to gain greater mobility, and move to other areas of the country.

If it takes over the management of the AIL and NID exhibits, it hopes to achieve the same effect by reducing the maximum number of booths that any one exhibitor may take.

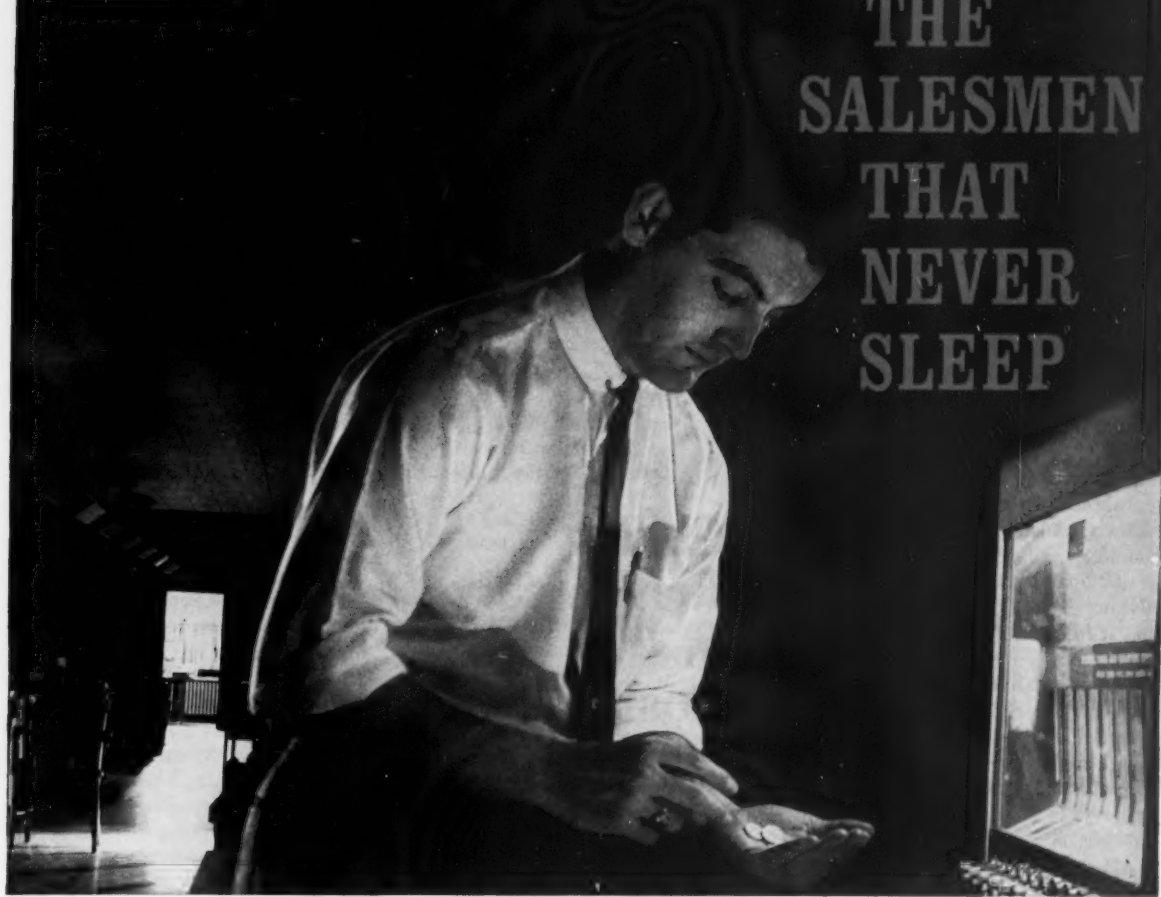
Recognizing this problem, AIL and



How do you like that! The finest two-way radio system, and all my routemen ever say is: "Who won the third race?"

**BROADEN YOUR  
VENDING VISION**

## THE SALESMEN THAT NEVER SLEEP



Americans and all the world are depending more and more upon the 24-HOUR selling service of vending. In 1960 vending machines sold everything from hot pot-roast dinners to costume jewelry... 2.5 billion dollars worth. National Rejectors, as the world's largest manufacturer and distributor of coin and currency handling mechanisms, will be pleased to help you broaden your vending vision.



**NATIONAL REJECTORS, INC. • ST. LOUIS 15, MISSOURI**  
OFFICES IN PRINCIPAL CITIES

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## Conventions . . .

NID hoped it might be solved by holding regional exhibits in cooperation with individual state organizations in the odd years when they weren't sponsoring a national exhibit. These would be held at a different season and region from the national.

### Aim is maximum exposure

However, LCATA now recognizes that important industry changes and new developments have taken place in different directions affecting distribution. It wants to enlarge the benefits of exhibiting by getting maximum exposure, by showing to all the various segments of the laundry industry. In other words, it wants to open its regional exhibits to laundrymen, dry-cleaners, linen suppliers, industrial launderers, diaper service operators, institutional laundry managers, coin-operators, etc. The best way to do this, it feels, is to sponsor and control its own shows.

The national associations derived a good portion of their incomes from national convention-exhibitions and would sorely miss the revenue from this source. LACATEC says it would turn over to them the surplus after all expenses and taxes had been paid—if AIL and NID let it run their exhibits. However, the associations would be obliged to pay for this management service and the fee would run to several thousand dollars. The associations feel they would save this expense by letting their regular staff personnel handle the management.

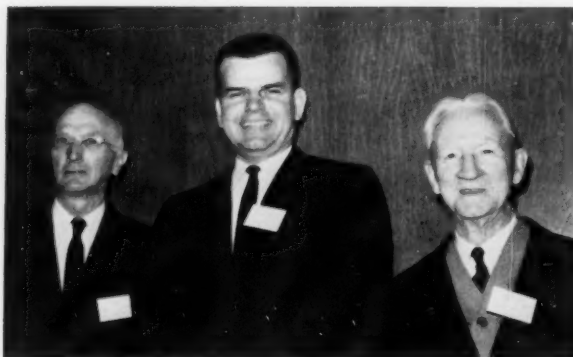
At this stage, the LCATA has not said that it will not support AIL or NID exhibits if they choose to run their own shows.

AIL has already made its commitments for 1962 in Chicago. NID, which has always managed its own national exhibits, is working on its 1963 program which is scheduled to take place in Washington or Atlantic City.

Preliminary reservations for booth space at LACATEC's regional exhibit are said to be "pouring in" since the first announcement was made.

The next move seems to be up to AIL and NID's boards of directors.

□□



OLD AND THE NEW: Two of the plantowners who attended the first association meeting 50 years ago with current president, Russell P. Gale, Jr. Left to right: Ernest Willord, Wakefield Laundry, Wakefield; Mr. Gale; Richard Berry, Empire Laundry, Brockton

## Golden Anniversary in Boston

THE FIFTIETH anniversary convention of the Massachusetts Laundry-owners' Association was held at the Statler-Hilton Hotel, Boston, April 14-15.

Featured speakers at the business session on Saturday included G. Rolfe Scofield, Crescent Puritan Laundry, Rochester, New York, and Richard Lutts, Salem Laundry, Salem, Massachusetts.

### Individualized PR program

In a speech entitled "Public Relations—Is This New?" Mr. Scofield outlined some of the changes made in his plant since the industry public relations program was started. He stressed the point that no two plants can carry out the same type of promotion, but it's important to evaluate the situation and do something about getting a sound plan under way.

Mr. Scofield said that he has had a tremendous success in promoting the female image by appointing a home counselor for the plant. Redesigning the call office with a feminine approach has also helped change the identity of his operation.

Next on the program was Dick Lutts, Salem Laundry. Mr. Lutts described how he mixes merchandising and service on a monthly basis. (See the March 1961 LAUNDRY JOURNAL.)

After the anniversary luncheon Mrs. Anne Sterling, National Home Counselor for the AIL, showed slides to illustrate what plantowners around the country are doing to promote the public relations program. At the conclusion of the slide presentation, special recognition was made to the old-timers in the industry.

Richard Ziff, editor of *Coin-Op Magazine*, moderated a question-and-answer period on the future possibilities in coin-op cleaning. Also present at the session was Jim Broderick, manager of the Norge Laundercenter, Quincy, Massachusetts. He presented his views on the success of this installation which opened a few months ago.

Rounding out the two-day affair was a comical revue staged by a group of plantowners from the Springfield area.

Officers of the association introduced at the banquet on Friday evening include: president, Russell P. Dale, Jr., Springfield; vice-president, Ralph E. Daniels, Haverhill; treasurer, T. Herbert Evans, Wellesley. Gordon L. Rayner remains as manager of the association.—Harry Yeates





*The disciplined mind and personnel relations absorbed the 70 members who turned out for the California Laundry & Linen Supply Clinic at Disneyland*

## The Disneyland clinic

THIS YEAR'S California Laundry & Linen Supply Association clinic was held February 10-12 at the new Charterhouse Hotel directly across from the main entrance to the famous people trap that a mouse built—Disneyland.

The three-day program was packed with plenty of fun, relaxation and business.

**Cost cutting:** Robert Gordon, owner of the Nathan M. Gordon Co., Los Angeles, spoke of the need for a tough-minded approach to cost cutting. (He is well known in linen supply circles and is credited as the originator of the idea of selling hospital linen rental service in Southern California.)

Mr. Gordon stated that the textile service industry is a \$2 billion-a-year business which is increasing at a faster rate than the average gross national increase for all businesses. This, he feels, indicates a great volume potential in this industry for the years ahead.

The tough-minded approach doesn't mean being tough with other people. It means the management of a business by someone with a "disciplined mind" to break down every job in the

plant with a questioning attitude towards each point in the procedure. This breakdown should be considered with the five editorial W's in mind—Who, What, When, Where and Why a job is being done—and How?

He suggested plant managers should take every job in the plant and break it down into a flow-process chart. Then challenge each step in the chart, making another chart that incorporates the necessary changes for simplifying a job. The results are often surprising.

**Personnel relations:** Dr. William B. Wolf, professor of management at the University of Southern California and author of several books on manage-

ment, reviewed some of his experiences in the personnel field as they pertained to employees' behavior and supervisory problems.

Men are all products of their environments, he said, either stimulated or depressed by their surroundings. Management is most successful when working with small groups of employees since a more intimate atmosphere exists for personal expression. Any person in authority must maintain certain patterns in work procedure in order not to upset the routine of production. Workers are easily upset by constant change. Most people will over-react to every action of a boss if they don't understand his mood at the moment. Even a chance remark or a facial expression is often enough to get them in a dither, since they worry a great deal about their standing.

Most people in positions of authority remain "autocratic," and the "boss" is the one to get the employees together to discuss plant problems. Setting up grievance committees is a partial answer although most of these prefer to be known as "plant improvement" committees, since they bring in good suggestions for improvement not only of plant conditions but even for increasing production.

Association President John Logan announced the dates for the group's annual convention. It will take place at Del Monte Lodge, Pebble Beach, California, May 14-18.—*Lou Bellew*



*"Business must be pretty slow! . . . Isn't that our laundryman?"*



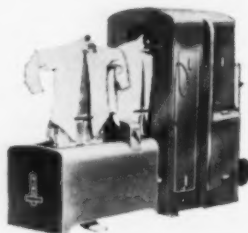
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Efficient, versatile, smooth operating AJAX Supermatic Units are geared to handle the growing volume that comes from customer satisfaction with a fine-quality finished shirt. The increased operator efficiency at top-

speed with AJAX Supermatic Shirt Units, helps you keep your regular customer well-pleased and insures repeat business from new customers — giving you More Volume — More Sales — and a Greater Profit Margin.

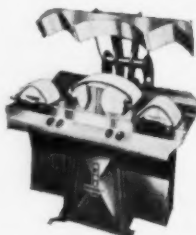
### CABINET BOSOM BODY PRESS

Single or Double-Buck, the exclusive expanding Buck fits every shirt . . . flexible and versatile for volume variations.



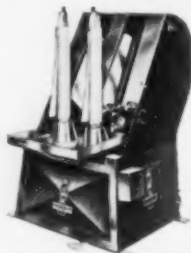
### MTH COLLAR-CUFF PRESS

2 Presses in 1 . . . high velocity heads press collar while cuffs are being laid.



### CABINET SLEEVE PRESS

Finishes both sleeves automatically . . . features AJAX exclusive "Magic Eye" Seam Indicator for varying sleeve lengths.



### FOLDING TABLE

Provides simple, fast operation. Full or semi-automatic models with stand-up or lay-down collar blocks.

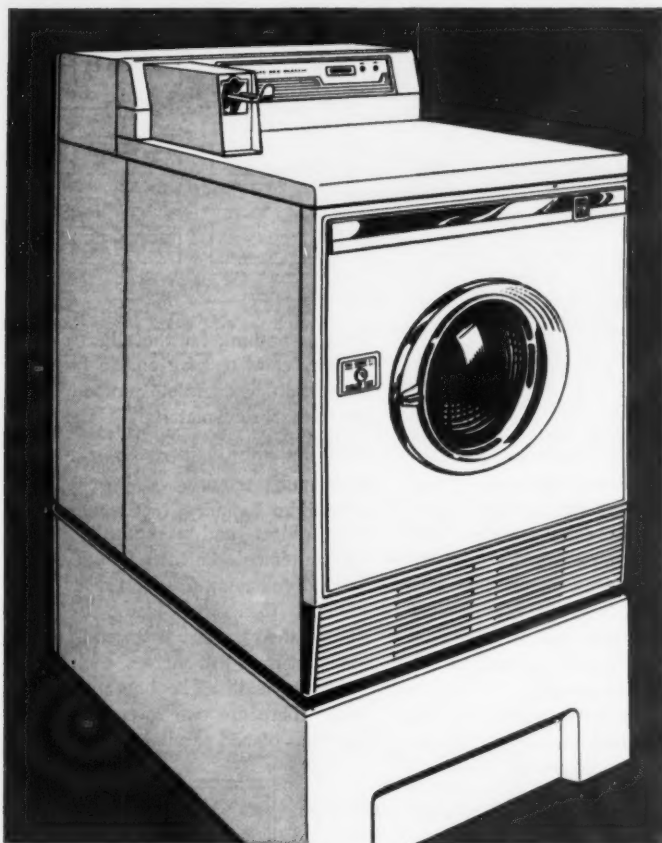


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## AJAX PRESSES

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# NORGE ANNOUNCES A NEW LINE OF COIN-OPERATED BW DRYCLEANERS



**FULL FLEXIBILITY!  
INSTALL ANY NUMBER  
IN ANY COMBINATION  
FROM ONE UNIT ON UP!**

**GET STARTED NOW** in the profit-proved coin-op drycleaning business with *any number* of BW Norge Drycleaners!

You can, for instance, install a *single* self-contained BW Norge unit. Or you can start with two or more BW Norge units that operate with Norge's proved central filter system.

Start with top cleaning quality—with no sacrifice in efficiency. Norge's proved deep-bath action, with 9 gallons per minute solvent flow, assures you of pleased customers. Maximum solvent mileage gives you low per-load cost and top profit.

With immediate delivery . . . fully proved operation...and greatest flexibility, BW Norge Drycleaners can put you in the coin-op business right now. Let Norge give you the facts!

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Telephone, Chicago: Whitehall 4-0700



## **START WITH ONE UNIT— ADD MORE AS YOU GROW**

The BW Norge Add-On Plan is adaptable to any installation. Get immediate delivery on one or two units. But be sure you *plan* for additional floor space.

**BUILD YOUR CAPACITY AS  
YOU BUILD YOUR VOLUME!**



Norge Sales Corp. is a subsidiary of Borg-Warner Corporation • Borg-Warner Corporation, 1961



# NORGE

**WORLD'S LARGEST MANUFACTURER OF COMMERCIAL COIN-OPERATED DRYCLEANING EQUIPMENT**

# bellew PRINTS . . . . . by LOU BELLEW

18"		
NAME	WHERE	RETURN
FRED, SR.	FLORIDA	APRIL
FRED, JR.	BANK	3:00
AL	STORE "B"	4-75
DAVE		
JIM		

15"

## BLACKBOARD LOCATES STAFF

As simple a deal as I've seen in the way of keeping track of the supervisory staff is in use at Corfee's Laundry & Cleaners. On the wall near the office door is a little blackboard 18 inches wide and about 15 inches high, with the names of all the key people. Then beside them are two columns for "where" and "return." Everyone uses it, and it saves a lot of time and trouble locating them when they are needed.

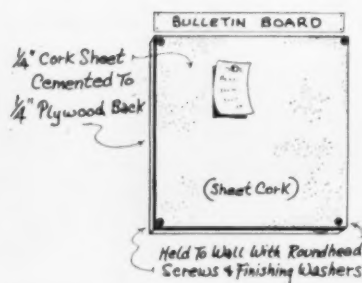
For the purpose of illustrating the idea I took the liberty of writing in "Florida" and "April" after Fred Sr.'s name . . . just to kid him a little. (But, on second thought, I didn't see him all the day . . . do you suppose . . . ?)

## IN-PLANT COMMUNICATION

Somewhere I read that the word "positive" means "being mistaken at the top of one's voice." So just to be sure there is no misunderstanding in this case I'll just say I'm pretty darned sure this month's gadgets will be interesting. These come from "Stubby" Newman's Sparkle Laundry & Cleaners plant in Bakersfield, California.

Stubby Newman runs a very efficient plant, and one of the reasons is that he has what is referred to as good communications with his employees. This means a lot of bulletin boards to keep everyone well posted on current aims and plans of the management concerning plant operation. Naturally, it was soon evident that no standard size bulletin board would fit the available space in the various departments of the plant.

Solution: It was found that rug and



furniture stores carry rolls of sheet cork for use under newly laid linoleum. This comes in 4- to 6-foot widths about 1/4 inch thick, with one side smooth and the other side rough so it can be cemented to the subflooring.

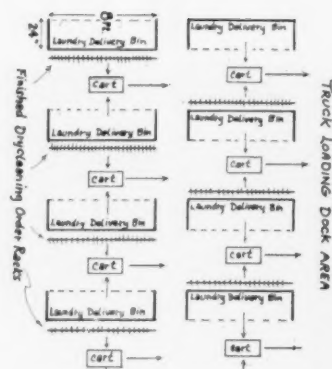
The sheet cork was purchased in pieces 4 feet wide and 8 feet long, and cemented to sheets of light plywood panels of the same size. Next step, after the cement had dried thoroughly, was for sales manager Bill Woods to bring his little portable power saw from his home, and saw the bulletin boards out to the sizes needed. After they were cut out, the edges of the plywood as well as the cork were sanded smooth.

After the bulletin boards are up, stains or smudges can easily be removed with sandpaper, or even by rubbing with the rough side of a scrap piece of the cork. Short pointed pushpins are used to hold bulletins in place. Roundhead screws and finishing washers hold these simple bulletin boards to the walls.

## WALL PROTECTION

Careless employees can quickly scuff up the surface of a concrete wall when moving trucks around in the laundry department, and paneled partitions can be caved in after a very short time. At Sparkle Laundry & Cleaners certain precautions have been taken to prevent such damage to a wall that is of Cellotex paneling.

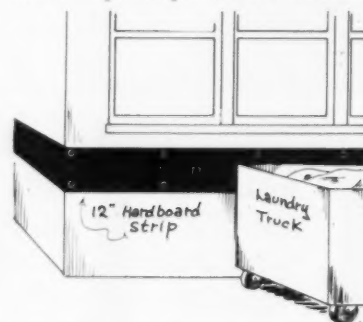
Twelve-inch-high strips of smooth-faced Prestwood have been positioned along this wall at a height that permits it to be a sort of scuff-rail for the laundry carts' top edges. The Prestwood panels are held to the framework of the wall with roundhead screws and finishing washers so



there is nothing for the edges of the laundry carts to snag on. So far they have afforded complete protection for the rather soft material of the wall itself.

## EASY TRUCK LOADING

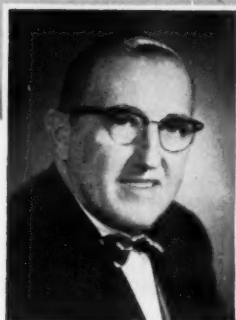
Sparkle Laundry & Cleaners has eight routes, and a repositioning of the routemen's finished laundry bins and drycleaning order racks has speeded their truck-loading chores. The finished laundry is stored in metal bins that have five shelves, each about 2 feet in width. The bins are 8 feet long. There are two rows, each with four bins placed parallel to each other.



The bins in each row face opposite directions, permitting each route's drycleaning to be stored on racks along the back of the neighboring laundry bin. In this way each routeman has all the space between two laundry bins with his own route's cleaning handy for loading on his cart for transporting to his truck, along with the laundry orders.

This arrangement has shortened loading time for the routemen, since no one gets in another's way.





James J. Flowers, Jr.

## "WE GET BEST RESULTS FROM KEEVER-BEACH PRODUCTS"

*says Flowers Laundry, Atlanta, Georgia*

"In our main plant, which supplies linen to the leading hotels and motels here in Atlanta, we consistently get excellent results with Prime Sôhp, Keever Starches and White Cap Blue. What's more, we finish all our work on Keever Flat Work Ironer Pads and Press Pads.

"Our package plant for family washes has a complete Keever-Beach formula consisting of: Prime Sôhp, Phosrite, Hycon, Satinette Quick Starch and White Cap Blue. We use these same products for shirts with the addition of Lydet to lift the stains from collars and cuffs. Keever Press Pads are used here also.

"Because of our long years of satisfaction with Keever-Beach products, it was natural for us to include Minisudz and Hycon packets when we opened a Coin-Op.

"From time to time we have tried competitive products in all of our plants but we find we get best results with Keever-Beach Products. What's more, the visits of your capable field representative to our plants and his helpful suggestions have been most valuable."

### a KEEVER-BEACH Product for every operation from Break to Finish

**ALKADEY** — a complete high alkali detergent for heavy soiled goods.

**PRIME SÔHP** — a complete soap, supercharged with washing ingredients combined to provide the finest laundering.

**PHOSRITE** — soap regenerator . . . improves the quality of work by converting lime soap deposits into active soaps.

**HYCON** — high concentrated dry chlorine bleaching compound, made especially for professional laundering.

**SATINETTE** — a blend of Wheat and Corn Starch . . . thin boiling, noncongealing, can be used hot or cold.

**SATINETTE QS** — Quick Starch; it's pre-cooked, complete in dry form, ready to use. Both SATINETTE and SATINETTE QS are ideal for shirts, uniforms and all wearing apparel; also curtains and other flat work.

**ULTRA-LITE** — fluorescent whitening sour, high neutralizing, high solubility, eliminates bluing.

**PRESS PADS and IRONER PADDING** — best grade steel wool, knitted to provide an even surface and long life.

**KEEVER-BEACH**  
*Products*  
THE KEEVER STARCH CO., COLUMBUS, OHIO

# fibers AND fabrics

## **LABELS WARN CLEANERS ON PERMANENT CREASE**

A new label advising drycleaners that the trousers to which it is affixed are permanently creased is said to be going into increasingly large distribution among men's wear manufacturers. It will be sewn to the inner waistband of men's all-wool trousers which feature the new permanent crease developed in Australia and adapted to American manufacturing procedures by the Wool Bureau.



The permanent crease in all-wool trousers, achieved through a simple spray and press process, is particularly moisture-resistant. It can be removed mechanically by pressing at the drycleaners but will return after a time. Therefore, hard-to-remove double crease will result if permanently creased all-wool trousers are not pressed on the original crease.

According to the Wool Bureau, approximately seventy-five manufacturers of suits and/or slacks, as well as a number of uniform manufacturers, are now using this process for their all-wool trousers.

## **IMITATION FUR USED FOR GARMENT ACCESSORIES**

The latest thing in coat linings, collars and trim is a complete line of imitation fur fabrics, approved as completely washable and bearing the AIL's Certified Washable Seal.

These synthetic furs, closely resembling natural furs, are made of either Acrilan, Orlon or Verel. Each variety is said to have passed rigid standards proving that it will retain its original appearance. According to Glenoit Mills, Inc., the manufacturer, the fur fabrics will not shrink out of size and are colorfast to washing.

Glenoit Mills was previously awarded the Seal for its long-pile synthetic fur rugs. These rugs were submitted for retesting and again passed all Seal standards and tests. The pile fabrics from Glenoit are said to be the first of a kind to be awarded the Seal.

## **WASH-WEAR FINISH ELIMINATES RESINS**

A new textile finish that contains no resins, yet imparts all wash-and-wear characteristics to cotton shirts, has been announced by General Aniline & Film Corp. The firm claims that its new finish, called Ganalok, does not harden the shirt fabric, holds up well in the laundry, does not retain bleach or soap and has no unpleasant odor. The company has already entered into an agreement with Phillips-Van Heusen Corp., which next fall will bring out a line of men's shirts treated with the finish.

## **JAPANESE CLAIM SILK WASH-WEAR FINISH**

Shinei Silk Co., Kobe, Japan, has developed what the company claims to be the first wash-and-wear finish for silk. The silk in yarn form is first treated with cationic softener and then a resin is applied. Fabric hand is somewhat firmer and bulkier than for untreated silk, and the goods are said to be wrinkle-resistant. The treated yarn is suitable for taffetas, organdy, shantung, necktie and obi (sash) fabric.

## **NEW INTERLINING HOLDS GARMENT SHAPE**

Kyrel, a new all-Dacron nonwoven material manufactured for detail uses in interlinings and interfacing of women's garments, has been introduced by Kimberly-Stevens Corp. It was developed through a thermoplastic bonding process. Kyrel is claimed to be a "hidden helper" in women's wear, particularly skirts and blouses, because it gives shape without weight and has high strength, in addition to low moisture absorption and non-discoloration properties.

## **NEW SHEETINGS ARE MORE FLEXIBLE**

A new, improved hospital sheeting made of Neoprene-coated Dacron and developed by the Adrian Rubber Co. is said to be durable and lightweight. According to the manufacturer, the new sheeting has many advantages over standard hospital sheeting because it is thinner, more flexible and has a more pleasant hand. Therefore, it can be folded more easily and more compactly.

## **NEW FINISH PREVENTS SHEDDING, PILLING**

A new protective finish called Nap-Guard has been developed by the Pepperell Manufacturing Co. and is already being applied to its line of Park Lane blankets. The finish is said to eliminate shedding and pilling, before and after washing, of its 100 percent Acrilan and rayon blends. The finish, which is said to be completely insoluble in water and drycleaning liquids, changes the rayon fibers from hygroscopic to hydrophobic fibers.

At present, there are about a dozen coin-operated drycleaning machines coming on the scene. They come in all shapes and designs, are being sold at various prices, and they bear a variety of nameplates... some known, some unknown.

But only one of these names has been the pace-setter in the laundry store industry... only one company has helped establish over 13,000 profitable coin-operated stores. ALD, Inc. and Westinghouse have the know-how essential to your long-range profits. Here's why "You can be sure... if it's Westinghouse!"

## coin-operated drycleaning machines? enjoy greater flexibility—make more money with **WESTINGHOUSE DRYCLEANERS**

**IT'S FOOLPROOF, FLEXIBLE AND PROFITABLE.** The new Westinghouse drycleaning machine is thoroughly factory-and-store-tested. And it's the Drycleaner you should make an alliance with if you want to make important money in the mushrooming, coin-operated drycleaning business right from the start.

**YOU WON'T HAVE TO ACT AS A RETAIL GUINEA PIG** because the laboratory work and product testing have already been done. Years were spent in intensive research before the machine was marketed. You won't have to gamble on consumer acceptance of the Westinghouse Drycleaner. The acclaim of particular people has been overwhelming.

**YOU DON'T HAVE TO BUY A BATTERY OF EIGHT.** Or even a battery of six. You might like to start with two or three, all plumbed to the same filter system. Your initial investment is realistic and business-like. With this flexibility, you can grow with your market.

**THE ENGINEERING SOPHISTICATION OF WESTINGHOUSE** is evident throughout the machine. Continuous filtration of cleaning solvent means that every garment is cleaned in filter-pure perc. Automatic feed of filter aids to assure positive, efficient filtration and maximum filter cake life. The tubular type filter is simple, highly efficient and easy to service; total time required for used filter cake removal and recoating, ready-for-use is only 15 minutes. That means only 15 minutes downtime. Location of filter and perc storage unit, which can serve one to three Westinghouse Drycleaners, can be varied according to room or space available.

**WATER CONDENSER IS USED** for low cost, efficient perc temperature control and perc recovery. A special compressor unit is available as an accessory when extra cooling capacity is required at certain times of the year because of higher than normal temperatures of incoming water.

**THERMOSTATICALLY CONTROLLED DRYING** provides professional results, high retention of creases and pleats. There is a timer indicator light that glows when machine is in operation, and a fail safe door lock prevents opening of door once the cycle has started and until it is completed. If, for any reason, the machine fails to complete the cycle, the fail safe door lock remains in locked position until owner or attendant is called.

**THE WESTINGHOUSE DRYCLEANER MEETS ALL KNOWN CODE AND SAFETY REQUIREMENTS.** Units have their own built-in over-

flow pans, large enough to hold total solvent in system in case of a leak or line break. This feature eliminates expensive installation of holding dams or underground storage tanks.

**INSTALLATION IS SIMPLE AND INEXPENSIVE.** The Westinghouse Drycleaner requires only connection to cold water line, a 20 Amp outlet and a three inch vent to each machine. Electricity alone provides the power for both drycleaning and drying.

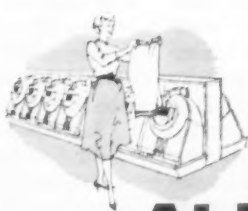
**THE MOST ADVANCED DESIGN** makes the coin meter easily adjustable in the field to make any charge up to eight quarters. This feature provides for quick and simple adjustment of charge for your special promotions.

**STYLING THAT SETS THE STANDARD** distinguishes the Westinghouse Drycleaner. It is tastefully designed to accent, yet blend into the decor of the most advanced coin-operated laundry stores.

**STAY OUT FRONT** with the name that's always been out front. Make a profitable alliance with ALD and Westinghouse, the companies that continue to set the standards in coin-operated laundry and drycleaning equipment.

**WRITE TODAY FOR COMPLETE DETAILS.** The choice you make now will make the difference in the money you make today... and especially tomorrow!

*ALD continues to set new  
standards for the laundry store industry*



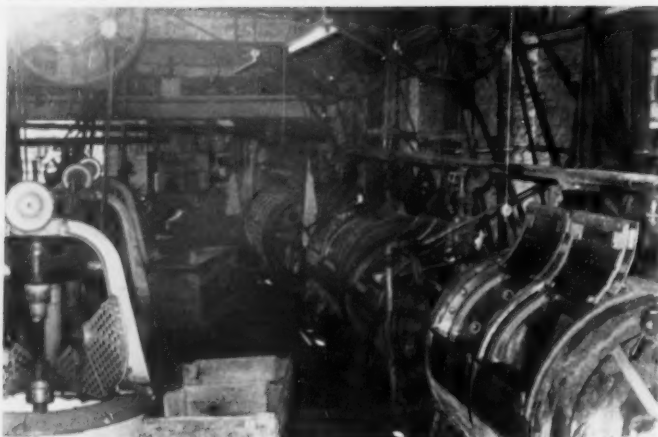
### **ALD, Inc.**

**7045 North Western Avenue, Chicago 45**

*Offices in principal cities*

**ALD Canada, Ltd., 54 Advance Road, Toronto, Ont.**

## Production



*BEFORE . . . Antiquated equipment in washroom caused plenty of headaches but . . . AFTER . . . jet age methods now enable plant to operate more efficiently*



## Push-button washing cuts costs



by HARRY YEATES

A VETERAN of 25 years in the commercial laundry field recently modernized his washroom facilities and is now saving \$200 a week in labor and supply costs.

"Until last fall I operated my washroom with 14 different size belt-driven washers and four extractors," commented plantowner Carmine Ruggerio, East Boston Laundry, Boston, Massachusetts. "They were spread out all over the plant. Wet clothes were carted from one machine to another and I never knew whether we'd get through the day without mechanical breakdowns of one kind or another. Production schedules were hard to keep up, and on top of it a good house-

keeping program was out of the question."

At the present time about 60 percent of over-all volume is done in wholesale work—hotels, motels and rest homes. The balance is in family work. The plant operates with five family routes serving a 50-mile area. Trucks are housed in a garage down the street from the plant.

Much of the congestion around the plant has been eliminated with the installation of four automatic washer-extractors. According to Mr. Ruggerio, the new machines occupy less than three-quarters the space required for the old washers.

Changes in the washroom have also

enabled the plantowner to improve his workflow through the plant. For lack of adequate space five tumblers were located at various spots around the plant. The work was moved from the washers to the extractors and then trucked to the tumblers. It was then necessary to transport it back to the shake-out table located some distance from the flatwork ironer.

When two of the wooden wash-wheels were removed, Mr. Ruggerio lined up the tumblers along one wall. Now the work is washed and extracted in the same machine, carted directly to the tumblers or shakeout table at the feed end of the ironer. The elimination of the extractors from the center of the washroom area enables the washman to line up carts down the center of the room in front of each washer.

The new machines are extremely compact and easy to operate. In fact, since they were installed Mr. Ruggerio is able to operate the washroom with one man instead of four. Each machine is capable of processing 300-pound loads of dry clothes totaling as much as 2,500 pounds per day. They can be operated either manually or automatically. The units were mounted on 18-inch foundations anchored with  $\frac{5}{8}$ -inch bolts.

Standard wash formulas on a 40-minute cycle call for only two rinses. This eliminates water wastage and the time needed for five or six rinses in the old equipment. The machines use 750 gallons as against the former 1,200 gallons of water for each 300-pound load. Wet floors have been completely eliminated. Now it's easier for the washman to keep the aisles free regardless of how many loads are processed during the day.

It takes only 3 minutes to unload 300 pounds with the new machines. Since the load is relatively dry and there's no curb or step to drag items over, they flop into the basket still warm, ready for the ironer. Mr. Ruggerio pointed out that there is less possibility of damaging clothes since the load is loose in the cylinder at the end of the cycle.

Of the \$200 savings per week about \$50 is directly attributed to a saving in washing supplies. The balance is in reduced labor costs. And with a general improvement in layout the entire plant operates more efficiently. □□



## Management

### **Tape-recorded instructions help maintain deliveries**

Here's an idea that should appeal to route supervisors who have been caught shorthanded at the start of a busy day—and that covers just about all of them.

Even if the supervisor can get a quick replacement, he knows the delivery schedule will be disrupted and the phone will soon start clanging with disgruntled customers.

Now, according to the British trade magazine *Laundry Record and Journal*, there's at least one man who claims he's found the answer to this problem.

He is Mr. R. Cooper, manager of Laundrycraft, Market Drayton, Shropshire. Here's how he does it: He gets his regular route salesmen to tape-record an account of all their journeys, just in case a new man has to take over at a moment's notice.

"Even though it is possible to get a temporary driver for a few days," said Mr. Cooper, "it is essential if your organization is to continue efficiently that he has an intimate knowledge of every house and street in the area, and, just as important, that he must know each customer's idiosyncrasies.

"We now have tape-recorded instructions on all our routes, and when I have to employ a temporary man, all I do is present him with a special battery-operated recorder with a tape covering all his rounds for the day. We have tried this out with complete success in training new drivers—and on one occasion with a temporary man when we lost a driver at short notice—and I think it is an idea which will probably interest all the laundries in the country."

## **LM'S WARNED:**

### **Be better supervisors ... or else**

A BLUNT WARNING that more and more institutional laundry managers may find themselves without laundries to manage unless they took steps to cut costs and increase production was sounded at the April 19 meeting of the Metropolitan Institutional Laundry Managers Association, held at Beth Israel Hospital in New York City. The speaker who expressed this strong sentiment was William Wrightson, a former institutional laundry manager and president of this group, who is now manager of the Rebann Laundry Corp., Long Island City, N. Y.

The commercial laundries are making a "great drive" to take over institutional work and they are slowly doing it, Mr. Wrightson declared. The reason that commercial laundries are able to offer a good service at an attractive price is not because they possess secret ingredients or methods. Commercial laundries use the same water, supplies and equipment as institutions. Thus, everything else being equal, the big difference lies in management.

A commercial laundry is interested in making money on its investment, Mr. Wrightson said, and management is responsible for achieving the highest possible production at the lowest possible cost. In order to compete with the commercial laundry, the institutional laundry must also keep its costs in line while extracting as much production as possible from its facilities and employees.

In the washroom, for example, supply costs must be kept to a minimum and more loads per day must be produced. The increased production must follow through every step of operation from start to finish.

Labor expense, the most costly item in the laundry operation, must always be watched closely. As a manager, you are entitled to a full eight hours work for eight hours pay from your employees. This you

must get; otherwise, you are not fulfilling your function properly. Getting this kind of output from your employees requires close and constant supervision and your insistence that it be maintained. If your employees don't want to work, said Mr. Wrightson, there are plenty of others who will.

Obtaining peak work performance from the employees cannot be accomplished overnight if this has not been the standard heretofore. However, it can be accomplished slowly, increasing the work tempo each day until you are satisfied that the optimum has been reached. When that happens, you must guard against letdowns.

By studying job functions and workflow patterns, it will often become evident that there is a certain amount of excess help in the laundry that can be cut down, even if it is only one person. If not, administrators may decide that the excess help is the laundry manager himself.

Mr. Wrightson emphasized that, unlike commercial laundries, the institutional laundry is not in business to make a profit; it serves the function of providing a necessary service to the institution of which it is a part. However, if it is determined that the cost of operating its own laundry is too high in relation to what can be obtained from an outside source, it will surely go out of existence.

Cost control, therefore, running the gamut from equipment to supplies to labor, is the most important area to receive attention from the laundry manager. He must know his costs and keep them in line if he is to hold his job and thwart encroachment from outside commercial laundries seeking to take over.

Institutions, Mr. Wrightson summed up, have the same kind of investment in space, machinery and linens that commercial laundries do, and they are entitled to the same return.—Jerry Whitman

# association ACTIVITIES



## Seventh Annual Distinguished Sales Award

The following are the winners of the New Jersey Laundry and Cleaning Institute's Seventh Annual Distinguished Salesman Awards.

Winners of the "Oscars" and certificates are, from left rear: Frances G. Frank, Union Imperial Laundry, Newark; Frank E. Grogan, Corby's Enterprise Laundry, Summit; Leo T. Kaluzniak, Emerson Laundry, Newark; Jerod T. Mason, Fosters' Laundry, Gloucester City; Joseph McKee, Dy-

Dee Wash, Inc., Collingswood; LeRoy Miller, General Diaper Service, Irvington.

Front row: Ferdinand J. Schell, Hamilton Laundry & Dry Cleaning Service, Rahway; Joseph Murray, Columbian Laundry, Newark; Jerry V. Turco, Brunswick Laundry, Jersey City; John A. Wausnock, Blue White Laundry, Staten Island, N. Y.; Richard Wilbert, Homestyle Laundry, Montclair.



## Public Relations Workshop

The first Public Relations Workshop of the Linen Supply Association of America was held in Chicago, March 15 and 16. Speakers and panel leaders included Samuel B. Shapiro, executive director of LSAA; John deNormandie, deNormandie Towel & Linen Supply Co., Chicago; Morris B. Rotman, Alfred M. Gertler, Robert I. Salins, Joseph W. Kutchin, and Norman Dolnick, all of Harshe-Rotman, Inc., LSAA's public relations counsel; and Maurice English, Midwest editor of *Printer's Ink* magazine.

Participants included (left to right), standing: J. J. Helfrich, Keep Klean System, Wichita, Kans.; E. F. Merritt, Morgan Linen Service, Chicago; Dennis Smyth, Bugle Coat, Apron & Linen Service, Baltimore, Md.; Rob-

ert Conners, James Conners and John Conners, all of Bell Linen Service Co., Boston; Thomas Conners, Universal Linen Supply Corp., Portland, Me.; Morris Moscovitz, Munger Linen Service, St. Louis, Mo., workshop moderator; Philip Kohn, Gordon-Davis Linen Supply Co., Philadelphia; John Peters and Marc Stuart, both of Great Lakes Linen Supply Co., Chicago.

Seated are Lester Lien, American Linen Supply Co., St. Paul, Minn.; David Rosen, Economy Linen Service, Detroit; Arthur Cattlett and John Voell, both of F. W. Means & Company, Chicago; Dennis Berry, American Linen Supply, Minneapolis, Minn.; Robert James and Henry Bonema, American Linen Supply, Chicago.

## Hotel Certified List

The 1961 Certified Products List of brand names and sources of cleaning supplies and textiles that meet the American Hotel Association's standards of quality is now out. Non-AHA members may obtain a copy from the Association, located at 221 W. 57th St., New York 19, N. Y., for 25 cents.

## NAILM Chapter Meets at Reading

The Reading (Pa.) Chapter of the National Association of Institutional Laundry Managers heard Frank Tempone, representative of the Philadelphia Quartz Company, discuss basic washroom chemistry at the chapter's March meeting.

## Correction: Training Films

In our April issue we misquoted the costs of laundry and drycleaning training films available from the Bureau of Laundry and Drycleaning Standards, 2025 Eye Street, N.W., Washington 6, D. C.

The cost of the film set is \$45 through Bureau members, with no discount for second sets. The shirt slides sell for \$37.50, additional sets at \$25.

## Martin Heads Philly LM's

Joseph Martin, Methodist Hospital, was reelected to his third term as president of the Institutional Laundry Managers Association of Philadelphia and Vicinity.

Assisting him in his office are: Harry Sigley, House of Correction, vice-president; Thomas McGoldrick, Sisters of Mercy, secretary; Joseph Fagley, Abbotts Dairies, treasurer; and Norman McLeon, Bryn Mawr Hospital, financial secretary.

## Annual Clinic

The Laundry Managers' Association of Eastern Pennsylvania, Western Pennsylvania and Philadelphia will hold its annual clinic at the Yorktown Hotel in York, Pa., on August 19 and 20. The topics include: Importance of Water Softener, Combination Washer-Extractor, Operating Room and Laundry, Automation and Small Piece Folder, and other operating, management and personnel subjects.

*Continued on page 66*

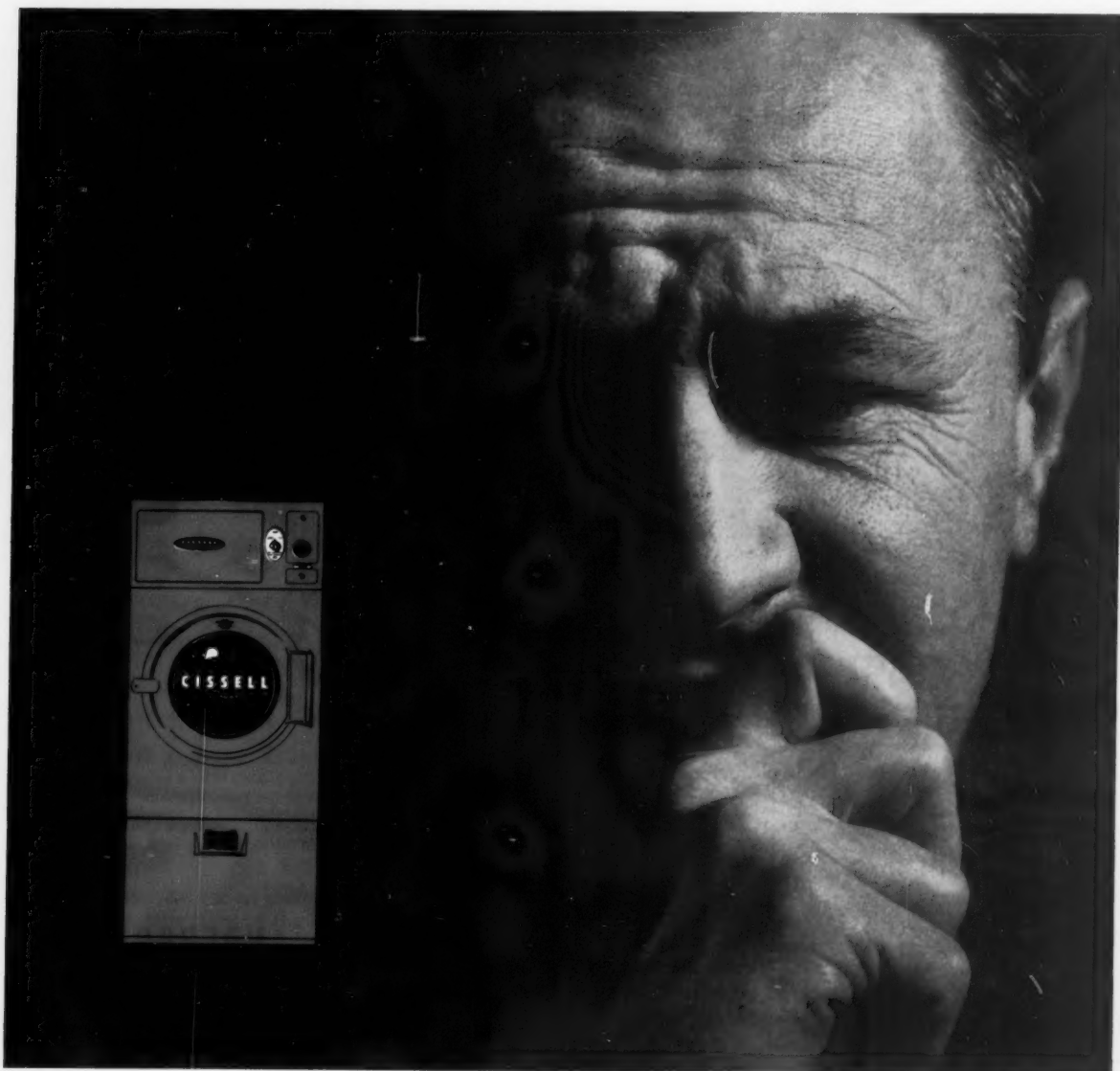
# MAYBE YOU SHOULDN'T BUY A CISSELL COMPACT DRYER

You have no small-size bundles . . . every load uses all the capacity of your "big" dryer. You have plenty of room . . . there's no need to conserve on floor space. And you aren't trying to keep operating costs down. You're right, you don't need a Cissell Compact.

That picture doesn't fit you? Then here's what a Cissell Compact can do: With its 25-pound capacity and lower operating costs, the Compact makes small bundles economical and profitable. Because the Compact is "doorway-size", it's easy to install . . . and fits in an unused corner where a full-size dryer just couldn't go. And here's one more thing . . . the Cissell Compact Dryer costs less to buy.

But remember! The Compact was never meant to take the place of full-capacity 50 and 100 pound dryers. Where loads are big and traffic is heavy, nothing works so hard, serves so economically as a big Cissell Dryer. **CONSULT YOUR JOBBER.** He can tell you whether a Cissell Compact is the kind of new dryer that will benefit your operation. W. M. Cissell Mfg. Co., Inc., Louisville, Ky. Pacific Coast Office, 4823 W. Jefferson Blvd., Los Angeles.

# CISSELL



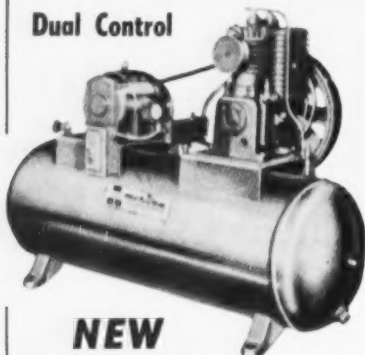
## COMPRESSORS

1902 - 1961

**New & Quality Rebuilds  
Down Come the Prices**

80-100 psi 3-60 220/440 Motors

**Dual Control**



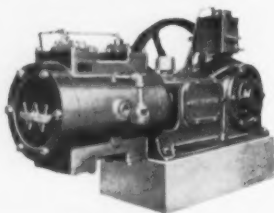
**NEW**

8 CFM 60 gal. Tank 1 1/2 HP	\$ 360
10 CFM 60 gal. Tank 2 HP	398
15 CFM 60 gal. Tank 3 HP	470
25 CFM 60 gal. Tank 5 HP	528
35 CFM 80 gal. Tank 7 1/2 HP	852
48 CFM 80 gal. Tank 10 HP	952
79 CFM 120 gal. Tank 15 HP	1,395
100 CFM 120 gal. Tank 20 HP	1,595

### HORIZONTAL WATERCOOLED - NEW

80 - 100 psi

138 CFM 7 x 7 Worthington HB
234 CFM 9 x 9 Worthington HB
465 CFM 12 x 11 Worthington HB
686 CFM 14 x 13 Worthington HB



### REBUILT - PERFORMANCE TESTED

80 - 100 psi Save 40% to 60%

66 CFM 6 x 5 Ing. Rand ERI
100 CFM 6 x 7 Ing. Rand ESI
138 CFM 7 x 7 All makes
183 CFM 7 x 7 Joy WG9
234 CFM 9 x 9 All makes
240 CFM 10 x 9 Penn. 3A
321 CFM 10 x 11 Ing. C.P.
465 CFM 12 x 11 All makes
503 CFM 12 x 13 Worth. HB
686 CFM 14 x 13 Ing. Rand ESI

Steam driven—Many sizes in stock

**American Air Compressor Corp.**  
48th & Lajour, North Bergen, N. J.  
UNION 5-4848

association activities . . .

#### ALL Promotional Activities

A filmstrip, which will be produced in color by the AIL, will cover the general subject of fabric care. It contains about 30 frames, providing about a 15- to 30-minute program. An instruction manual will be supplied with the film. The filmstrip will be offered to school systems and audiovisual libraries throughout the country.

Various reports on "group action" are being offered by the AIL. "Laying the Foundations for Group Action" discusses codes of service and operation that groups can adopt for advertising and publicity, suggested symbols, slogans, etc. Another report is "A Voice for Your Group" which suggests where to find a woman spokesman, and the media she would be most useful in, such as TV and radio. "Introducing Your Group to the Public" tells the various ways in which the group can promote itself—publicity, public relations and advertising. These reports may be had by writing Richard N. Vaughn, American Institute of Laundering, Joliet, Ill.

So far home economics departments in 50 school systems have signed up for the Anne Sterling monthly radio interviews on fabric care. They will be used for instruction of local teachers and other professional people interested in fabric problems.

#### New research organization

The Institutional Research Council, Inc., an organization to serve the needs of a diverse group of large consumers of cleaning and maintenance materials, textiles, paints and other products, has been formed by American Hotel Association, American Library Association, American Motor Hotel Association, Hospital Bureau, Inc. and National Executive Housekeepers Association, Inc.

The council will distribute a certified products list, grouped by use, of products which have been tested for compliance with established standards of quality. It will also serve as a clearing house for the results of research, and sponsor projects of mutual interest to its members. Inquiries about the council may be sent to Institutional Research Council, Inc.,

c/o American Hotel Association, 221 W. 57th St., New York 19, N.Y.

**Our business is stable . . .**

*Continued from page 29*

this business in February 1960 reported gains averaging 22.10 per cent.

**Rental sales soar:** Half of those reporting had some linen and/or garment rental business in February 1961. Three-quarters of those who had it the year before also showed increases, which averaged 37.22 percent.

**Total laundry up:** According to this study, 58 percent of the plants reported increases averaging 8.71 percent in total laundry sales over last year.

**Cleaning climbs:** Three out of five with drycleaning sales had increases averaging 15.86 percent.

**Plants most efficient:** Nearly three out of five (59 percent) reporting productive labor costs showed improvement. The average improvement factor was 7.39.

**ANDERSON  
COLLAR  
SUPPORT**

**PATENTED**

FAST

ECONOMICAL

STAYS IN PLACE

**AVAILABLE IN**

**3 GRADES . . .** Deluxe, Standard and Economy grades offer a selection of price ranges to the plant operator.

**2 COLORS . . .** now—a choice of green or blue to harmonize with your present packaging.

Write for 500 free samples.

**ANDERSON**  
**COLLAR SUPPORT CO.**

1443 East 120th Street  
Cleveland 6, Ohio



tions. (Since most of the infractions were self-evident from the report, the offer was not accepted.)

#### Final results

The Court of Common Council acted promptly. On July 25, 1960, it called for safety regulations to be provided for unattended coin-operated self-service laundries.

An ordinance was drafted and submitted to public hearing. There were differences of opinion but these were eventually ironed out to everyone's satisfaction. The ordinance was passed on September 28, 1960, and became effective 60 days later. There were some modifications, but by and large, the Council had accepted the industry's recommendations.

So long as they comply with the regulatory requirements, coin-ops in the city of Hartford are permitted to operate 24 hours a day, seven days a week, without an attendant.

The owners must obtain a business license the first of every year. These licenses, incidentally, are issued without charge.

The Building Department has enforcement powers to suspend licenses in the event of violation. At this writing one plant has been closed until the operator can make the necessary changes to bring the establishment into compliance with the law.

Interestingly enough, the nearby city of Windsor has adopted Hartford's coin-op ordinance as its own. The only difference is that it charges a \$25 fee for the original business license.

The City of West Hartford has also adopted the ordinance with two changes: (1) It charges \$100 for the license and \$5 for renewals. (2) It insists on an 11 o'clock closing in the evenings—not because it fears any particular difficulties in operation but to protect the residential character of the community. The lights might be disturbing to nearby residents.

#### Some conclusions

- Regulatory ordinances of the Hartford type protect the good operators who might otherwise have suffered at the expense of the few who maintain shoddy operations which give the entire industry a bad name.

- A clean, safe coin-op is an added inducement for patronage and helps business.

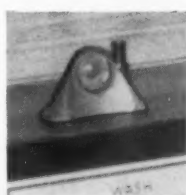
- Vandalism and misconduct are of very limited occurrence in good neighborhoods. If and when they occur, it's the plantowner's problem. He himself should decide if it isn't wiser to close at an earlier hour. The premises are normally safe, but even banks

with their safeguards are burglarized.

- It's very difficult if not futile to oppose discriminatory ordinances once they are instigated. Municipalities shouldn't be obliged to bother with things they don't understand. It's far better to analyze the problem objectively and work closely with the authorities to get the kind of laws you can live with. □□

## NOW

### UniMac Protects Your Profits with the Exclusive Protectomatic Coin Meter!



- Protectomatic coin meter rejects slugs and counterfeit coins.
- Built-in counting device automatically counts coins—protects receipts.
- Protectomatic is flexible. Denomination settings can be easily changed to meet changes in price conditions. Protectomatic rejects coins other than that for which meter is set.
- Protectomatic is automatic. Customer merely deposits coin. Protectomatic is maintenance free. No knobs or slides to repair or replace.

Protectomatic coin meters are available only on the UniMac 600 Washer-Rinse-Extractor Combination, the most advanced coin laundry equipment.



Write Today for FREE Color Brochure DEPT. 5-51

**UniMac Company**

802 Miami Circle, N. E. • Atlanta 5, Georgia

# ALLIED trade NEWS



GARY SHEPPARD



JOHN BELLAMY

**Gary Sheppard**, who started in the laundry field at the age of five, folding flatwork in his father's plant during the labor shortage of World War I, has been named general sales manager for the nationwide direct sales and service organization of Pantex Manufacturing Corporation.

Active in the industry for over 25 years, Mr. Sheppard was previously Southern Division manager for Pantex. His new position calls for him to expand the existing Pantex sales force.

**John Bellamy** has been appointed district manager in charge of the Atlanta district of Pantex Manufacturing Corporation. He succeeds Gary Sheppard. Mr. Bellamy, a veteran of the drycleaning industry, is familiar with all phases of laundry and drycleaning operations. This experience, Pantex feels, makes him particularly well-qualified to assist customers with their production problems.



CLYDE B. CAPPS



GLEN C. SHOOP

**Clyde B. Capps**, head of the West Coast office of W. M. Cissell Manufacturing Co. for 25 years, retired last month. New West Coast representative is Glen C. Shoop, who was formerly associated with Mr. Capps. Johnny Watts, previously with the Louisville office, is the new office manager of Cissell's Los Angeles headquarters.

**Textile Cotton Industries**, Chicago, has entered the laundry and drycleaning fields on a national basis, specializing in such items as extractor covers, Hydraxtor slings, Dacron, cotton and duck roll covers, bundle separators, plasticized nylon basket liners, etc.



ROY H. SJOBERG



HENRY KLAS

**Roy H. Sjoberg** has been named general manager of the Montpelier Division of The White Motor Company. He will be responsible for the sales of the company's P.D.Q. multistop delivery vehicles and Montpelier bodies.

**Thompson-Hayward Chemical Co.** has added Henry Klass as a sales representative for the states of Colorado and Wyoming.



**H. Kohnstamm & Company**, Western Laundry Sales Division, met recently in Highland Park, Ill. The 35 representatives who attended are, left to right, bottom row: Warren Malik, Robert Carroll, Robert H. Pulver, Paul Kohnstamm, Edward Kahn, J. W. Hannan, James Zeising, C. Butler Webster, P. J. Deegan.

Second row: John Schumacher, Virgil Kruger, M. B. Long, U. B. Jackson, Earl Armbrust, James Burroughs, Wallace Brownlee, Art Stutler, Wally Broman.

Third row: George Klein, Jerry Howland, Don Vinson-haler, Joe Sundling, Harry Davis, Tom Tovarek, Ed Nichols, Ed Kahn, Jr., Dewey Kuehl.

Fourth row: Frank Brownstone, Emmett Guderian, Mickey Robinson, Dial France, Bill Utley, Chuck Snell, Augie Safstrom, Jerry Kreml.

**Laundry and Cleaners Allied Trades Exhibit Corporation** has added to its staff John P. Gibbons, who has a wide background in advertising, sales promotion, exhibit managing and public relations.

**John M. Crouse**, general manager, Commercial Laundry and Dry Cleaning Division, Whirlpool Corporation, was elected chairman of the executive committee of the National Automatic Laundry and Cleaning Council. Vice-chairman

**1 OUNCE  
OF  
CLOREZE  
DOES  
200  
SHIRTS...**

***faster,  
safer!***

If fabric safety, efficiency and economy are what you want in a bleach, then you want Cloreze®, the quality organic dry bleach from Pennsalt. A mere ounce does 200 shirts. ■ Know the bleach you are using. Is it a liquid that releases its bleaching power so fast it sometimes causes fabric damage? Or is it a dry bleach so slow-acting that the shorter time cycles of modern washing formulas won't let you get the full benefit of its

bleaching action . . . with left-over bleach that pours money down the drain? ■ Why not use Cloreze? It's the fastest acting of all organic dry bleaches. It's safer for fabrics than liquid bleach . . . and because it's dedusted by Pennsalt's exclusive process, washroom personnel are not exposed to harmful dust. Easy, dry-to-the-wheel use. Call your Pennsalt distributor. Get the money-saving extras of fast-acting Cloreze.

Laundry and Dry Cleaning Dept.  
**PENNSALT CHEMICALS CORPORATION**  
 East: Three Penn Center, Philadelphia 2, Pa.  
 West: 2700 S. Eastern Ave., Los Angeles 22, Calif.



and treasurer is Spencer N. Rich, Norge Sales Corporation, and secretary is Monte Huebsch, Jr., Huebsch Originators.

The council plans to invite distributors to join with manufacturers in their nationwide effort to promote the welfare of the coin-op self-service laundry and drycleaning industry.

**Ed L. Nelsen**, senior salesman for Troy Laundry Machinery Division of American Machine and Metals, Inc., has retired after 40 years of service. Mr. Nelsen had been with Troy since 1920, and joined the sales force in 1926.

**DuPont X-12** flame retardant has been approved for treating pajamas, bathrobes and linens in hospitals of the Veterans Administration. The treatment, recommended by the manufacturer for use only on cellulosic fibers such as cotton or viscose rayon or paper, is thought to be able to reduce fire hazards where oxygen tents and other potentially hazardous devices must be used.



**Econ-O-Wash service technicians** are shown attending a special school set up by Small Equipment Sales of American Laundry Machinery Industries in Cincinnati, Ohio. The men studied new equipment designed for coin-operated laundry and drycleaning establishments.



**1961 Annual Ajax "Oscar" Award** for outstanding achievement and dealer excellence is shown being presented to a leading Ajax distributor, Ludwig Mohr of Germany, by Nicholas Strike, general manager of Ajax Pressing Machine Company.

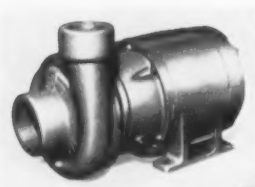
Left to right: John Strike; Al Libman, Keystone Laundry Machinery Co., who won one of the outstanding individual dealer performance awards; George Strike; Mr. Mohr; Morris Gerber, Keystone Laundry Machinery Co., who won a dealer award; and Nicholas Strike.

**Ironrite, Inc.**, has named Lee Clancy national sales manager for Ironrite ironers. He was formerly advertising and sales promotion manager of the company.

Clay Armitage, who has been assistant to Mr. Clancy, has been appointed advertising and sales promotion manager.

**Frederick R. Gruner** has been appointed director of engineering for the East Moline, Ill., plant of American Machine and Metals, Inc. Before joining AM&M, Mr. Gruner held engineering executive positions with a number of prominent firms.

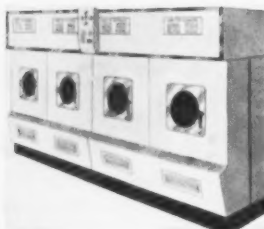
## New Products -Continued from page 10



### GENERAL-USE PUMPS

The 1750K-Line Motorpumps have pumping rates from 15 to 500 gallons per minute with heads to 110 feet,  $\frac{3}{4}$  to 7  $\frac{1}{2}$  hp. ball-bearing motors. Available in drip-proof or totally enclosed construction. Can be mounted on the side, horizontally, vertically or at any angle, without special foundation or base plate. Request Form 70287.

Ingersoll-Rand Co., 11 Broadway, New York 4, N. Y.



### 15-POUND CLEANER

Clesco 420-DC and 220-DC coin-operated drycleaning machines are available in quadruple and twin models of single construction; come completely piped, wired and include a remote solvent storage tank package with filter and cooker. The machines have a 15-pound capacity, 45-minute cycle.

Clesco National Products, Inc., 249 W. Mitchell Ave., Cincinnati, Ohio.

### NEW VENDING PACK

The new 5-cent size of Dash for coin laundries is available in cases of 240, and is designed to fit most 5-cent vending machines used today.

Bulk Soap Sales Department, The Procter & Gamble Distributing Company, P. O. Box 599, Cincinnati 1, Ohio.

### WATER-PROBLEM FOLDER

New literature emphasizing methods of correcting profit-stealing water problems in laundry operations is being offered by Water Refining Co., Inc. The folder also gives information on Miracle Water equipment for laundries.

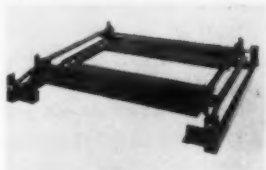
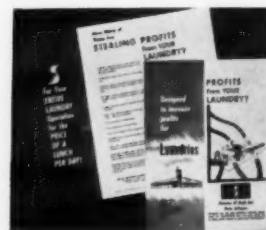
Water Refining Co., Inc., 104 Manhattan St., Middletown, Ohio.

### MODEL FINISHER

A working scale model Roto-Matic garment finisher has been developed by the manufacturer to provide prospective customers with a demonstration of the multiple-press rotary machine. A half-hour color-sound film supplements the demonstration. Unipress Company, 2800 Lyndale Ave. S., Minneapolis, Minn.

### NEW SUSPENSION SYSTEM

Troy Laundry Machinery has developed a new torsion bar suspension system. The twisting action of the bars and the shock absorbers in the four corners absorb the vibrations of heavy machinery, making it possible to install even large wash-



er-extractors, without the concrete foundations previously needed. It also permits installation on second floors or higher.

Troy Laundry Machinery Division, American Machine and Metals, Inc., East Moline, Ill.



#### NEW LEASE PLAN

A new lease plan featuring no down payment and as long as five years to pay is being offered by Pantex Manufacturing Corporation. The plan can be arranged to cover any type of equipment and can be fitted to each owner's individual needs.

Pantex Manufacturing Corporation, Box 660, Pawtucket, R. I. In Canada, Pantex Manufacturing (Canada) Ltd., 5653 Pare St., Montreal 9, Que.



#### ODOR-CONTROL AID

Ex-It is a new liquid laundry aid that is said to be a combination fabric softener, mildew inhibitor and disinfectant. The product is added to the final operation in a ratio of 1-1½ ounces per 100 pounds of clothes. Ex-It is packaged in 1-, 30- and 55-gallon sizes.

Le Fevre Chemical Company, 1708 W. Main St., Oklahoma City, Okla.

#### VACUUM DRYING TECHNIQUE

A new concept has been announced which, it is claimed, will lower the cost of drycleaning by enabling the manufacture of machines using perchlorethylene to clean faster, use less solvent, and provide safer working conditions, without great increase of cost over present equipment. The technique involves the use of vacuum drying with direct contact cooling or absorption of the resulting vapors with a rapidly rotating body of cold liquid or mist, as for example in certain pumps, and will enable reduction, it is claimed, to one-quarter of the present cleaning time. The same technique can be used in solvent degreasing. The concept can be applied to coin-op or professional cleaning.

Pittsburgh Plate Glass Company, Chemical Division, 1 Gateway Center, Pittsburgh 22, Pa.

#### FAST-CYCLE CLEANER

A new coin-op drycleaner which will use Valclene, a short-cycle cleaning solvent recently developed by the Du Pont Company, is being engineered by the Whirlpool Corporation. When available, the new machine, it is said, will clean a full 8-pound load in 20 minutes or less instead of the 50 minutes required by presently operating equipment.

Whirlpool Corporation, St. Joseph, Mich.

#### EXTRACTOR COMBINATION

Model 600 Washer-Rinse-Extractor combination is designed for coin-operated use. Plexiglass rinse-extractor cover lets customers view action of the Jetspray rinse-extraction. Protectomatic coin meters reject slugs, counterfeit and wrong-size coins. Built-in device automatically counts coins.

Unimac Company, 802 Miami Circle, N.E., Atlanta 5, Ga.

#### SOUND CLEANING

The diSONtegrator ultrasonic cleaner is suggested for sideline use in cleaning surgical instruments, eyeglasses, watches, coins, clocks, etc. The first commercial installation is in operation in Laundercenter's Quincy, Mass., laundry and drycleaning coin-op.

Ultrasonic Industries, Inc., Engineers Hill, Plainview, N. Y.

#### NYLON ADHESIVE

M-2 adhesive is said to make a permanent bond for repairing nylon nets, nylon work clothes when used with Parapatch nylon patches. Patches come in stock colors and sizes for most repairs or identification purposes.

Parapatch, 36 Walker St., New York, N. Y.

#### ONE-SHOT DETERGENT

Alkadet, a new high-alkali detergent for heavy industrial soil, is said to make a permanent emulsion of grease and oil. It is designed to free ground-in stains from collars and cuffs, to clean greasy spots on overalls, wiping cloths, etc., with no scrubbing or prespotting.

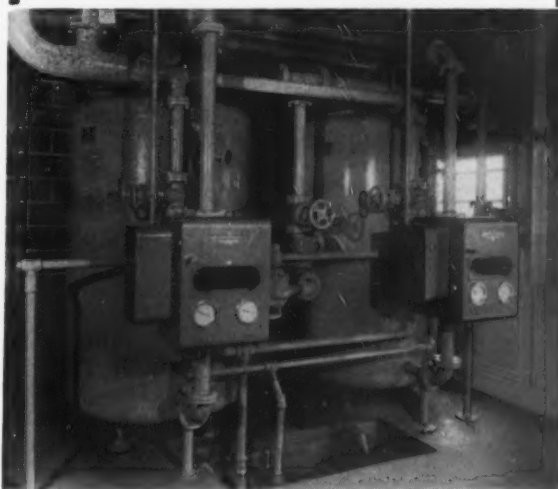
The Keever Starch Company, 538 E. Town St., Columbus 15, Ohio.

*Continued on page 72*

## MORE THAN 4,000 LAUNDRIES\*

USE

## INVERSAND ZEOLITE WATER SOFTENERS!



### Here's Why . . .

- Over 200 sizes—one for every flow and capacity
- Manual or automatic operation
- Single or multiple units
- Your selection of six different zeolites
- Unequalled field service
- Prices and terms to suit most budgets

\* Suitable for both commercial and institutional laundries. Send for Bulletins giving full details—or ask to have Representative call without obligation. Specialists for 50 years in the economical over-hauling, rebuilding, and modernizing of all makes of water softeners.

H&T  
SERVICE

### HUNGERFORD & TERRY, INC.

CLAYTON 6, N. J.



## keeps them smiling – and coming back for more!

Your customers may not know why you turn out a better job, but one of the big answers is Jomac 54. On your body presses and collar-and-cuff machines, its long-wearing loop-pile fabric gives free passage to steam and hot air. That, plus its scorch resistance, absorbency and resilience, means an outstanding job—one to bring customers back time after time.

Users report that Jomac 54 cuts downtime 75% . . . reduces press padding costs from 25 to 40%. There are no broken buttons, no crow's-feet, no wrinkles. No wonder smart laundry operators swear by it! Get Jomac 54 Press Padding from your nearest laundry distributor. Write for his name and address. Jomac, Inc., Dept. I, Philadelphia 38, Pa.

**24-K Press Padding and Jomac 33 also available**



NO BROKEN  
BUTTONS



NO CROW'S-FEET



NO WRINKLES

# JOMAC 54

## PRESS PADDING

(Continued from page 71)

### IMPROVED FABRIC SOFTENER

Velva-Sour is a combination finishing agent which supplies a laundry sour, fabric softener and bacteriostatic conditioning. It controls odors and renders diapers highly resistant to staphylococci ammonia-producers, the manufacturer claims.

Armour and Company, 1355 W. 31st, Chicago 9, Ill.

### BACTERIOSTAT SOFTENER

Special Lumar powdered fabric softener leaves a bacteriostatic finish on linen, claimed to be effective even against staphylococcus. Special Lumar is concentrated, added in the ratio of 1½ ounces to 100 pounds dry weight of fabric. Suggested testing procedures are available.

Marlyn Chemical Company, Inc., Lakeview, Ohio.



### RADIO BASE STATION

Bulletin ECR-816 covers the new General Electric table-model base station two-way radio. The unit serves as a control center for talking to mobile radios in trucks and cars. Up to 60 watts of power are available, depending on frequency selected. High-power amplifiers can bring the power up to 250-330 watts.

General Electric, Communication Products Division, Mountain Rd., Lynchburg, Va.

### PREFAB PICKUP STATIONS

Prebuilt buildings for movable laundry and drycleaning pickup stations up to 60 by 12 feet, may be bought or leased. Exterior walls are fully insulated, covered by baked enamel aluminum siding. They can also be prepared for finish in brick, concrete block, stucco or other exterior finishes. Interiors are finished in hardwood paneling on walls, hardwood or acoustical tile on ceilings, vinyl tile floors. Buildings come with a drive-in window, heating, air conditioning and restrooms.

Midway Sales Company, Grapevine, Tex.

## NEWS ABOUT people

### NORTH CENTRAL

standing safety records last year.

LaSalle Laundry & Cleaners has been moved to a new plant at Jefferson Ave. and Tenth St., Toledo, Ohio, which represents a total investment of approximately \$100,000. Owner, Jack Resnick, started the business in 1932 in the building next door.

Thomas L. Warner has been elected president and named to the board of directors of Eagle Wash Corp., St. Louis Park, Minn. The firm was formed last September to develop and operate coin-operated laundry and drycleaning establishments.

Walnut Hills Laundry and American Linen Supply Co., Cincinnati, Ohio, were among 17 firms to win awards from the Greater Cincinnati Safety Council for compiling out-

Mrs. Pearl Young, superintendent of Knox County Nursing Home, Knoxville, Ill., has announced that the institution's new laundry is now in operation.

### EAST

A. D. Osmon, operator of Domestic Laundry in Tiffin and Bellevue, Ohio, has announced plans for a new laundry and drycleaning plant in Bellevue, at Monroe and Harrison Sts. Included in the new plant will be coin-operated machines.

Standard Overall Service Co., Cincinnati, Ohio, has purchased property at 5016 Main Ave., adjoining its one-story plant, for future expansion.

National Management Association's New York Council presented its Man of the Year

**BEST!** FOR QUICK-SERVICE PLANTS  
Key-Tag's Model A-15  
**FLAG CHECKING  
SYSTEM**



**3-WAY  
CHECK!**  
1 BY COLOR  
2 BY NUMBER  
3 MECHANICAL  
CODE LOCK MAKES  
MISTAKES IMPOSSIBLE

- faster handling
- no "human error"
- use "green" labor

FLEXIBLE—FITS YOUR PRESENT SYSTEM  
WRITE TODAY FOR FREE FOLDER

**KEY-TAG CHECKING SYSTEM CO.**  
6505 HOUGH AVE., CLEVELAND 3, OHIO

award to R. G. Young, president of Pilgrim Laundry Co., Prospect and 11th Aves., Brooklyn, N. Y. The award was made at the organization's fifteenth annual conference in the Henry Hudson Hotel in Manhattan.

Mary MacIntosh drive-in laundry and drycleaning plant was established recently on Moreland and Easton Rds., Willow Grove, Pa. Tom Sanford is manager.

Quality Laundry, formerly at 116th St. and Second Ave., Troy, N. Y., is currently located at 600 Second Ave.

Islip (N. Y.) Sanitary Laundry, 34 Saxon Ave., was damaged when a 5,000-gallon reserve water tank exploded. Cause of the explosion had not been determined.

## WEST

City Steam Laundry, Montrose, Colo., has been moved to a new location at 341 N. First St. The firm, managed by Ray Ladage, will be known as the Majestic Laundry.

Robert Gordon, Nathan M. Gordon Co. of Southern California, and Louis Zipperman, Community Linen Rental Service of Northern California, have acquired Tucson (Arizona) Linen Service.

O. L. Foy has purchased Sunshine Laundry, 1730 Claire Ave., Corcoran, Calif., from Dorothy Cromer and Vera Roberts. The new owner is converting all equipment for automatic operation.

Watsonville (Calif.) Laundry and Dry Cleaning Co. has been purchased by Oakland California Towel Co. from the estate of Fred S. Wilson.

Henry Youngkoske has assumed ownership of the newly titled Claremont (Calif.) Launderette, 6200 College. The concern, formerly Lou's Launderette, offers both service and self-service facilities.

Alexander Young Co., Honolulu, Hawaii, plans to relocate its laundry and drycleaning plants in the Lagoon Commercial Industrial Park. The laundry is now on King St., just off Alakea, and the drycleaning plant on Kapiolani Blvd.

## NORTHWEST

American Laundry and Dry Cleaners, Fifth and Main, Lander, Wyo., owned by Joe and Alys Hinkle, has opened Norge Cleaning and Laundry Village, which features coin-operated equipment. For the addition, the front of the building was extensively remodeled.

Mr. and Mrs. Melvin (Bud) Wagner have purchased Russell's Laundry and Dry Cleaners, Poplar, Mont. Mrs. Wagner was a former employee.

K. C. Hunt, owner of a laundry on Ninth Ave., Broken Bow, Neb., has purchased property on Broadway where he plans to establish a self-service laundry.

# Interested in Greater Profits?

Here are four manuals designed to provide you with down-to-earth facts that will help *build* your sales, operating efficiency and profits. Costing only \$1 each, they can be worth much more than that if you put them to work for you.

A single usable idea picked up from the manuals can be worth hundreds—yes, even thousands of dollars to you.

Study the titles listed below — then make your selections. Copies of each manual are still available but the supply is definitely limited. Send in your order today so that you can be sure to have your manuals to help you get your share of business in this growing industry.

1. Advertising That Builds and Holds Laundry Business
2. How to Train Finishing and Folding Operators in the Laundry
3. How to Build a Greater Demand for Your Professional Laundry Services
4. Coin-Operated Laundry Roundup

### The Laundry Journal

466 Lexington Avenue, New York 17, N. Y.

Please mail \_\_\_\_\_ copies of  
each of the manuals I have checked  
at the right. Enclosed \_\_\_\_\_

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

1	_____
2	_____
3	_____
4	_____



## TACO TANKLESS HEATER

Unused—Surplus  
(Heat Exchangers)

Heating range 40° F, 200° F at 5 PSI. Instantaneous, mounted on metal supports. Horizontal steel shell fitted with straight nonferrous tubes. 3/4" IPS vent and drain connections. Steam working pressure 125 PSI, with water tube cleaner and set of spare gaskets.

Two sizes:

300 GPH: 38" L x 12 1/2" D. 15 sq. ft. heating surface.  
Gr. Wt: 300# **\$85.00** ea.

900 GPH: 38" L x 17" D. 20.9 sq. ft. heating surface.  
Gr. Wt: 600# **\$125.00** ea.

Subject to prior sale.

Quantity and Dealers Disc. Available.

Original equipment warranty not provided.

All units shipped FOB Los Angeles with payment in full with order.

## VICTORY SALVAGE CO.

8211 So. Alameda St., Los Angeles 1, Calif. LUdlow 1-0143

# THE MARK RECORD SHEET

is a great check against inaccurate marking.  
Records the marks used in all bundles; permits  
location of lot for all marks.

**Prevents duplication of marks;  
Avoids mixup of garments;  
Aids and simplifies sorting;  
Used in any marking system;  
Precludes thievery.**

Used for years by hundreds of laundries

**SAMPLES FREE**

(All shipments, C.O.D. unless check  
accompanies order)

Price, per thousand . . . . . **\$7.50**  
5,000 or more, per thousand . . . . . **\$6.50**

## THE LAUNDRY JOURNAL

466 Lexington Ave., New York 17, N. Y.

## BULLDOG LINE Metal Press Pads

- FLAN-L-TEX  
METAL PRESS PADS
- ASBESTEX COVERS
- BULLDOG NYLON PRESS COVERS
- MET-L-FLAN TOP PADS

ASK YOUR JOBBER OR WRITE DIRECT

**X. S. SMITH**

RED BANK  
NEW JERSEY

West Coast Laundry, Newport, Ore., operated by Ralph Wagy, recently installed a new boiler.

Lexington (Neb.) Laundry and Dry Cleaners plans to install a coin-operated laundry and drycleaning establishment in a building that will be constructed on an adjoining site.

## CANADA

L. MacKay Smith, president of Toilet Laundries, Ltd., Montreal, Que., has announced the appointment of Harold W. Price to the board of directors.

Maple City (Ont.) Laundry and Dry Cleaners Ltd., 420 Park Ave., W., recently celebrated its 33rd year in business. The concern, founded by Henry Bruhlman, also has locations at 87 Queen St. and at 89 Thames St.

Arrow Laundry, 400 St. Clair St., Chatham, Ont., has opened a new cash-and-carry unit on Richmond St.

## SOUTH

Sparkel Laundry has been opened in the Halstead Bldg., Marathon, Fla. The firm is owned by William Shirey, owner of a self-service laundry at Cutler Ridge, and will be managed by Mr. and Mrs. Manuel Benitez.

Troy Laundry, Paris, Tenn., has been purchased by Lee Greer and Grady Hutson from the estate of the late W. J. Holman.

Southern Laundry, Inc., S. Maple St., Graham, N. C., has announced that Dan Horner has become a member of the corporation as treasurer and manager.

## OBITUARIES

LOUIS BRONSTEIN, 75, retired laundry operator, died in the University of Pennsylvania Hospital recently. Mr. Bronstein operated several laundries on the University campus. He was founder and president of the Young Men's Fraternity. Surviving are his wife and daughter.

THORNTON F. HOLDER, 50, director of research, Diamond Alkali Company, Cleveland, Ohio, died at his home recently following a heart attack. Mr. Holder joined Diamond as a patent counsel in

March 1946, was later appointed research coordinator and patent counsel, and had served as the firm's director of research since 1956. A graduate of Wesleyan University with degrees of B.A. and M.A. in chemistry, Mr. Holder also earned an LL.B. from Fordham University. During World War II, he served as a Lieutenant Senior Grade in the U.S. Navy on special assignment to the Manhattan Atomic Energy Project. He was a member of several technical societies. Surviving are his wife and two sons.



# AWAY GOES YOUR APRON PROBLEM

with the

## ZEIDLER APRON "SUR DRIVE"

### for Flatwork Ironers

- No more wrinkling
- No more slippage
- No continual tightening

No matter how many "miles" of flatwork, your Zeidler "Sur-Drive" will avoid wrinkling and slipping . . . will eliminate the re-tightening that shortens apron life!

The "Sur-Drive" is a spiral wound material having a special "pebble finish." It is easily installed by your own engineer on both upper and lower drive rolls. The pebble finish assures true-tracking of both aprons—in fact, we guarantee both aprons will track together!

"Sur-Drive" is supplied in lengths to fit all standard apron drive rolls. Order enough for all your ironers now!

#### FEED RIBBON "SUR-DRIVE" FOR LONGER RIBBON LIFE AT LOWER COST

A special rubber material which is cemented to ribbon drive roll and prevents slippage of Feed Ribbons, thereby eliminating wrinkles that slipping ribbons cause. Used and endorsed by scores of leading laundries. Furnished in complete kit, ready for easy installation by your engineers. Write for price.

#### GET FULL DETAILS ON THE "ZEIDLER" LINE

- "Duro" Spring Pads for Laundry Presses (including Cabinet Types)
- Stripping and Guide Device for Ironers
- Steel Spring Cushions for Chest-Type Ironer Rolls
- Doffer Rolls
- "Perma" Spring Pads for Drycleaning Presses.

Available from your distributor or write

## ZEIDLER

MANUFACTURING COMPANY

633 CONCORD AVENUE, MAMARONECK, N. Y.

HUBBARD SMITH NEEDHAM, JR., 41, Southern zone manager, Bulk Soap Division, Procter & Gamble Distributing Company of Cincinnati, Ohio, died of hepatitis in Jacksonville recently. Mr. Needham, who lived in Atlanta, was merchandising assistant in P&G's Cincinnati office for three years. He attended Holmes High School in Covington and the University of

Cincinnati, where he studied business administration. Survivors include his wife, mother, father, two daughters and a son.

WALTER F. TIMILTY, 57, founder and president of Elk Laundry, Inc., Milton, Massachusetts, died recently in Miami, where he had been vacationing. Mr. Timilty is survived by his wife, a daughter and two sons.

## convention CALENDAR

#### Pacific Northwest Laundry, Cleaning and Linen Supply Association

Hotel Georgia, Vancouver, British Columbia, Canada, May 18-20

#### West Virginia Launderers & Dry Cleaners Association

Daniel Boone Hotel, Charleston, West Virginia, May 19-20

#### Illinois Laundry Association Iowa Institute of Laundering

Wagon Wheel Lodge, Rockton, Illinois, May 19-21

#### North Dakota Drycleaners & Laundry Association

Great Northern Hotel, Devils Lake, North Dakota, May 19-21

#### Idaho Launderers & Cleaners Association

Shore Lodge Hotel, McCall, Idaho, May 25-27

#### Southern Laundry & Cleaners Association

Gulf Hills Dude Ranch & Country Club, Ocean Springs, Mississippi, June 8-11

#### Southeastern Linen Supply Association

Grand Hotel, Point Clear, Alabama, June 11-14

#### New Hampshire Laundry & Cleaners Association

Lake Tarleton Club, Pike, New Hampshire, June 16-18

#### North Carolina Association of Launderers and Cleaners, Inc.

Jack Tar Durham Hotel, Durham, North Carolina, June 21-22

Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming

Glacier Park Lodge, East Glacier, Montana, June 22-24

#### Florida Institute of Laundering and Cleaning

Jack Tar Fort Harrison Hotel, Clearwater, Florida, June 23-25

#### Midwest Cleaners and Launderers Association

Municipal Auditorium, Jayhawk Hotel, Topeka, Kansas, June 23-25

#### New York State Launderers & Cleaners Association

Saranac Inn, Saranac Lake, New York, September 21-23

#### Council of Laundry Association Executives

Atlanta, Georgia, October 4-6

#### Laundry and Cleaners Allied Trades Association

Stardust Hotel, Las Vegas, Nevada, October 10-15

#### Pennsylvania Laundryowners Association

Chalfonte-Haddon Hall, Atlantic City, New Jersey, October 12-14

# classified department

Mail your box number replies to **THE LAUNDRY JOURNAL**, 466 Lexington Ave., New York 17, N. Y.

## LAUNDRIES AND CLEANING PLANTS FOR SALE

Laundry and drycleaning plant in southern New England, \$3,000 weekly volume. Only laundry in area, family and commercial. Modern perk, complete drycleaning plant. One-story brick drive-in. One- or two-family house can be included. After down payment owner willing to finance. **ADDRESS:** Box 2530, **THE LAUNDRY JOURNAL**. -2

For sale: Nicely equipped laundry in western Connecticut, grossing \$70,-000. All family work. In business 33 years, growing each year. Owner wishes to retire. **ADDRESS:** Box 2533, **THE LAUNDRY JOURNAL**. -2

For sale: small family and commercial laundry with new coin laundry attached. Excellent cash and carry—one route. Total annual gross \$70,000. Growing rapidly with New England's fastest growing resort area—Cape Cod. **ADDRESS:** 2536, **THE LAUNDRY JOURNAL**. -2

## HELP WANTED

Representative for "Textile" identification machines and systems, heat-seal property mark and mending machines for launderers and cleaners. Knowledge of plant operations essential. Big opportunity for live wire man. States: Michigan, Illinois and Ohio. Salary and commission. Write Textile Marking Machine Co., Inc., 2204 Erie Blvd., E., Syracuse 1, New York. 2532-7

Machinery and building maintenance superintendent. Also assistant production superintendent with sufficient initiative and potential to justify becoming top man later. First-class retail laundry drycleaning organization central Connecticut, operating routes, drive-ins and coin-ops. M E degree desirable for engineer's position. State the reasons you think qualify you for one or the other position, and desired salary. **ADDRESS:** Box 2540, **THE LAUNDRY JOURNAL**. -7

## SITUATION WANTED

Are you in need of a man capable of handling a large family, commercial or industrial laundry operation? I am a competent, well-informed and aggressive plant superintendent. If your plant is large enough, and needs a man with my qualifications, I would be willing to accept a percentage proposition. **ADDRESS:** Box 2528, **THE LAUNDRY JOURNAL**. -5

## PROFESSIONAL NOTICES

**CARRUTHERS' BULLETIN**—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

## REPAIRS — PARTS — SERVICE

**REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES.** Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1228-37

**GENUINE PARTS** now available for the Smith-Drum IRONERS, WASHERS AND TUMBLERS. **SMITH-DRUM LAUNDRY PARTS AND MACHINERY COMPANY** HAS BEEN PURCHASED BY **S. SPITZER LAUNDRY MACHINERY SALES CO., INC.**, 56-04 CHURCH AVENUE, BROOKLYN 3, NEW YORK. 2503-37

## MACHINERY WANTED

**ALL TYPES OF LAUNDRY EQUIPMENT WANTED.** **ADDRESS:** Box 2384, **THE LAUNDRY JOURNAL**. -3

Want to buy a used 8 or 6" toll ironer. Joe Hinkle, Phone 304, American Laundry, Lander, Wyoming. 2507-3

**All types of flatwork ironers wanted for export.** **ADDRESS:** Box 2537, **THE LAUNDRY JOURNAL**. -3

15¢ a word for the first insertion and 12¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 20¢ a word, first insertion, 15¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.50 (new or repeat).

**Help Wanted and Situations Wanted** ads 10¢ a word for first insertion, 8¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.50 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment must accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net, not commissionable.

## SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 654-13

**SUEDE and LEATHER**—Cleaned, dyed, refinished. Guaranteed "**FRENCH-TEX**" process. **LaFRANCE DYE HOUSE**, 7606 Carnegie Ave., Cleveland 3, Ohio. "Member of the S. L. R. A." 2239-13

## MISCELLANEOUS MERCHANDISE FOR SALE

**LAUNDRY LISTS**—4 1/4 x 11"—\$1.50 per 1,000 in 25,000 lots. White 16 lb. bond. Park Printing, Pittsburgh 33, Pa. 2484-45

**NYLON LAUNDRY NETS 24"x36" ONLY \$13.50 PER DOZEN. HANKY NETS \$3.95 PER DOZEN, 18"x30" NETS \$8.95 PER DOZEN. WRITE L. S. SUPPLY COMPANY, 211-57 18th AVENUE, BAYSIDE 60, N. Y. 2241-45**

## REWEAVING

Big Extra Profits in Invisible Reweaving: Do it yourself—in your own shop, giving customers finest work and prompt service. Find out how quickly you can learn to make holes, tears, cuts disappear from all clothing and fabrics. Famous original Fabricon professional method pays up to \$10.00 in an hour. All profits! Write for free details. Fabricon, Dept. J 6238 Broadway, Chicago 40, Illinois. 2474-29

## CONSULTANTS

Surveys of complete plants, single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT**, 745 Fifth Avenue, New York 22, N. Y. Tel.: Eldorado 5-1353. 1612-25

## MACHINERY FOR SALE

**USED EQUIPMENT:** 42 x 54" -84" -96" American unloading washers, 42 x 84" Troy, American and Ellis two-pocket washers, 200 lb. Prosperity open-end washers, 100 lb. Glover washer-extractor, 25 lb. Prosperity open-end washer. **CHICAGO USED AND NEW LAUNDRY EQUIPMENT CO.**, 3128 WEST LAKE ST., CHICAGO 12, ILLINOIS, NE-87764. 2516-4

**AMERICAN all-Monel 48" open-top extractor**—like new. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2513-4

**42 x 84" MONEL METAL WASHERS, 36 x 36" MONEL WASHERS, 25 LB. OPEN END WASHER, 17"-30" EXTRACTORS, ALL SIZE HEUBSCH DRYERS GAS-STEAM, AJAX CABINET SLEEVER, FORSE SLEEVER, HEUBSCH HANKY IRONER, PROSPERITY YOKE PRESS, LEEF PANTS FORM, AMERICAN SLIT COLLAR CUFF PRESS, PROSPERITY TRIPLE HEAD PRESS, AMERICAN TRIPLE HEAD WITH YOKE PRESS FOR BLOUSES, CISELL SOCK FORM, UPRIGHT FANS, SCALES, MOTORS. BIEL'S MACHINERY CO., 25-27 W. 23 ST., BAYONNE, N. J. HEMLOCK 7-3033 2521-4**

**42 x 54 TROY streamline washer. TALLEY LAUNDRY MACHINERY CO.**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2533-4

**7 sets of AMERICAN NOTRUX EXTRACTOR CONTAINERS**—good condition, make offer. Write or call Elite Laundry, Inc., 333 East 105 Street, New York 29, New York. LE 4-2200. 2531-4

**16—123CM Maytag Washers**—White, 1—SP32 gas-fired NATCO hot water heater, 4—No. 37 Huebsch tumblers, 10¢ meters, gas-fired, 1—soap dispenser, 1—bleach dispenser, 2—standard changers, Model 21 & 510, 1—700 Webbing water heater. Above equipment in like new condition. Write Coin-O-Matic Laundry Equipment, Inc., 1156 Battleground Avenue, Greensboro, North Carolina. 2538-4

# MACHINERY FOR SALE (Cont'd)

NOW AVAILABLE all parts for SMITH DRUM Ironers, Washers and Tumblers. Spitzer Laundry Machinery Sales Co., Inc., 56-06 Church Avenue, Brooklyn 3, New York. 2539-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2840-4

USED EQUIPMENT: 2—42 x 84" Super unloading washers, 2—50" Ellis No Trux unloading extractors, 1—American 8-roll 120" ironer with spring pad and vacuum, 1—100 lb. Glover washer-extractor combination. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 WEST LAKE ST., CHICAGO 12, ILLINOIS, NE 8-7764. 2517-4

One—SUPER 2-roll 120" chest-type steam-heated return ironer—factory rebuilt. One—Used 8-roll 120" chest-type ironer. SUPER LAUNDRY MACHINERY COMPANY, 1113 West Cornelia Avenue, Chicago 13, Illinois. 2137-4

STAINLESS STEEL CONTAINERS FOR 50", 54" & 60" UNLOADING EXTRACTORS IN VERY GOOD CONDITION AND READY FOR IMMEDIATE DELIVERY. THESE CONTAINERS AVAILABLE BECAUSE EXTRACTORS CONVERTED TO C/L SLING RING OPERATION. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2365-4

120" AMERICAN 2-LANE TYPE 102 FOLDERS. REBUILT EQUAL TO NEW IN EVERY RESPECT. IMMEDIATE DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2371-4

UNIPRESS BAS CABINET SHIRT BOSOM PRESS. REBUILT EQUAL TO NEW. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2372-4

42 x 84 and 42 x 96 AMERICAN and HOFFMAN rebuilt washers, stainless-steel, excellent shape. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2397-4

PROSPERITY 51" & 54" wearing apparel presses, Power Circle and air-driven, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2398-4

36 x 30 HUEBSCH gas-fired tumblers, like new. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2399-4

HOFFMAN X Model presses, factory rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2400-4

AMERICAN cabinet sleeve with measuring device, late model. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2402-4

6-roll, 120" AMERICAN and TROY rebuilt ironers. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2406-4

UNIPRESS two-girl shirt unit, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2392-4

54" NO-TRUX extractors with 2 sets of containers, like new. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, North Carolina. 2490-4

50" NO-TRUX extractors with 2 sets of containers, like new. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, North Carolina. 2491-4

1-UNI-MAC washer—like new. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, North Carolina. 2492-4

1-58# COOK semi-automatic open-end washer. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, North Carolina. 2493-4

AMERICAN 2 ROLL 100" RETURN FEED IRONER. IN FIRST CLASS OPERATING CONDITION. WHITE SWAN LAUNDRY, MOBILE, ALA. 2504-4

42 x 84 AMERICAN unloading washer, automatic controls. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2510-4

1—WESTERN 700 gas-fired water heater—like new, new machine guaranteed. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2511-4

PROSPERITY 8-ROLL x 132" IRONER—excellent shape. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2037-4

PROSPERITY 200# automatic open-end washers. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2403-4

PROSPERITY 8-roll, 132" ironer—excellent condition. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2404-4

PROSPERITY 2-girl shirt unit, Power Circle, rebuilt and guaranteed. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2405-4

8-roll, 120" AMERICAN SYLON streamlined ironer, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2407-4

42 x 84 TROY streamlined washer. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2408-4

UNIPRESS wearing apparel presses—51" and mushroom presses. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2410-4

44 x 84 fully automatic ROBOT washers like new—with supply injection. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2411-4

TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEED. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

44 x 120 AMERICAN metal washer with automatic control—factory rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2478-4

30 x 48 TROY streamlined metal washer rebuilt—like new. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2479-4

25# Milnor semi-automatic washer with Milrol—Bargain. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2480-4

20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2059-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2066-4

8-roll, 120" TROY streamlined ironer, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2509-4

Six-roll 120" AMERICAN and TROY rebuilt ironers. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2063-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2065-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. TALLEY LAUNDRY MACHINERY CO., GREENSBORO, N. C. 1279-4

WILLIAMS LAUNDRY MACHINERY CO.—save on machinery costs by purchasing late-type, slightly used DRYCLEANING and LAUNDRY equipment, namely SYNTHETIC or PETROLEUM solvent drycleaning units, washers, extractors, tumblers, flatwork ironers, etc. Complete plants obtained due to bankruptcy. These plants are available at small portions of original costs. Also available complete line of NEW drycleaning and laundry equipment of every description. For further information CALL Stillwell 6-6666 or write WILLIAMS LAUNDRY MACHINERY CO., 37-37 9th St., Long Island City 1, New York. 2534-4



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**AMERICAN and TROY 5-ROLL 100" IRONERS**, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N.Y. 6766-4

**8-ROLL 120" AMERICAN and TROY IRONERS, REBUILT IN NEW MACHINE CONDITION.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N.Y. 6799-4

**CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N.Y. 9706-4

**FOLLOWING MACHINES IN OPERATION IN WASHINGTON, D. C. AREA AVAILABLE ABOUT FEBRUARY 15:** 2-42 x 96" **AMERICAN CHAMPION CASCADE WASHERS, STAINLESS-STEEL GUARDS AND PROSPERITY 100 CONTROLS;** 2-42 x 84" **AMERICAN NORWOOD CASCADE WASHERS WITH PROSPERITY 100 CONTROLS;** 2-50" **ELLIS UNLOADING EXTRACTORS WITH 5 SETS OF CONTAINERS, MONORAIL AND HOIST;** 20-36 x 30" **4-COIL TUMBLERS WITH DUAL MOTORS. MACHINES IN GOOD MECHANICAL CONDITION.** **CUMMINGS LANDAU**, 305 Ten Eyck, Brooklyn 6, N.Y. 2466-4

**AMERICAN MASTER CASCADE 44 x 84" 4-COMPARTMENT 4-DOOR PULLMAN SLIDE-OUT TYPE MONEL WASHERS, EQUIPPED WITH NEW C/L PATENTED HINGED WEDGE LOCK DOORS.** **CUMMINGS-LANDAU**, 305 Ten Eyck, Brooklyn 6, N.Y. 2468-4

**CABINET SLEEVERS, PROSPERITY AND AMERICAN WITH MEASURING DEVICE. READY FOR PROMPT DELIVERY.** **CUMMINGS-LANDAU**, 305 Ten Eyck Street, Brooklyn 6, N.Y. 2112-4

**PANTEK, HOFFMAN MODEL X AND PROSPERITY MODEL EZD AIR-OPERATED DRYCLEANING PRESSES. THOROUGHLY REBUILT.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N.Y. 2173-4

**54 x 120" C/L REBUILT MONEL METAL WASHER, NEW DOUBLE END ROLLER CHAIN DRIVE, NEW C/L EVERITE DOORS, DIRECT MOTOR-DRIVEN THRU "V" BELT. EQUAL TO NEW IN EVERY RESPECT.** **CUMMINGS-LANDAU**, 305 Ten Eyck Street, Brooklyn 6, N.Y. 2111-4

**HOFFMAN, PROSPERITY and AJAX air-driven utility drycleaning presses. TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2396-4

**4 NEW HUEBSCH 54" REVERSING SELF-UNLOADING TYPE STEAM-HEATED TUMBLERS. CAN BE USED FOR EITHER CONDITIONING OR DRYING APPROXIMATELY 500 POUNDS PER HOUR. AT FRACTION OF ORIGINAL COST.** **CUMMINGS-LANDAU**, 305 Ten Eyck St., Brooklyn 6, N.Y. 2501-4

**AMERICAN ironer, 2-roll, 100", rebuilt, A-1 condition. TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2394-4

**METAL WASHERS all sizes thoroughly rebuilt. TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2395-4

**5-TROY 48" open-top extractors at a bargain price. TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2395-4

**PROSPERITY 7A drycleaning unit with Synth-O-Saver. TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2391-4

**USED EQUIPMENT:** 6- and 8-roll 120" American flatwork ironers, 2-roll 120" American return-type ironer, 110" Chicago Dryer gas ironer. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO.**, 3128 WEST LAKE ST., CHICAGO 12, ILLINOIS, NE 8-7764. 2515-4

**20", 26", 28" and 30" EXTRA-DEEP AMERICAN, FLETCHER, PELLERIN, TROY EXTRACTORS. Motor-driven. Some with NEW electrical equipment. Copper or stainless-steel baskets. READY FOR PROMPT DELIVERY.** **CUMMINGS-LANDAU**, 305 Ten Eyck St., Brooklyn 6, N.Y. 2222-4

**40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N.Y. 598-4

**MONEL METAL WASHERS. AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N.Y. 693-4

**60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N.Y. 600-4

**HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N.Y. 9943-4

**AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N.Y. 647-4

**48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N.Y. 6983-4

**Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N.Y. 6910-4

**2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N.Y. 735-4

**PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N.Y. 9942-4

**PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N.Y. 1537-4

**AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 96", 44 x 108", 44 x 120" MONEL METAL WASHERS with 3 and 4 pockets. CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N.Y. 1726-4

**AMERICAN STREAMLINED 6-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE, IN NEW MACHINE CONDITION. CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N.Y. 1729-4

**AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET; 42 x 72" 2-POCKET. CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N.Y. 1730-4

**48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N.Y. 9360-4

**6—AMERICAN SUPER-ZARMO DUCK COAT PRESSES; 4 AMERICAN FOLDMASTERS, EITHER FOR 7" or 8" FOLD. CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N.Y. 1733-4

**ONE—AMERICAN FULLY AUTOMATIC WASHWHEEL FORMULA CONTROL MODEL 050M. CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N.Y. 1900-4

**PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1803-4

**16 x 100" AMERICAN 41210 RETURN-FEED FLATWORK IRONERS. MOTOR-DRIVEN. PROSPERITY POWER CIRCLE and AMERICAN SUPER ZARMO 51" TAPERED PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU**, 305 Ten Eyck Street, Brooklyn 6, N.Y. 2109-4

**48" AMERICAN, TOLHURST, TROY DIRECT MOTOR-DRIVEN EXTRACTORS. CUMMINGS-LANDAU**, 305 Ten Eyck Street, Brooklyn 6, N.Y. 2110-4

**1 Norwood 42 x 84" Cascade MONEL washer, late type, SACRIFICE PRICE \$2,100; and 1 Hoffman 48" extractor, SACRIFICE PRICE \$1,050. Machines in EXCELLENT running condition. Must sell immediately! ADDRESS: Box 2535, THE LAUNDRY JOURNAL. -4**



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# ... IN THE wash

## Forthright Management

To the Editor:

The article entitled "Our salesmen canvass or else" by Barney Vander May which appeared in your February issue was in my opinion an outstanding example of forthright management.

I would like to obtain ten reprints of this article for distribution to our branch managers. If reprints are not available, perhaps you can send ten copies of that issue to me.

WARREN J. BRADLEY  
National Sales Manager  
Kline's Coat, Apron & Towel Supply  
Philadelphia, Pa.

## You Asked for It

To the Engineering Editor:

How can we quiet annoying cooling-tower vibration? One of our cooling towers gives us trouble because of vibration noise near the circulating pump. The noise is intense.

Pump and motor mounts are rubber-cushioned but noise persists. Can you tell us how to quiet our system?

GIL LARSON  
Easton, Conn.

*The vibration can get worse when you place rubber cushions under motor and pump legs. Having absorbed vibration of the rotating elements, the pump casing transmits it to the piping system. If the piping system happens to be anchored in a way that makes resonance possible, vibration increases and the noise becomes louder.*

Best remedy is to remove the cause. Vibration may be due to (1) poor alignment of impeller and shaft, (2) worn coupling disc, (3) pump and motor shafts out of alignment, (4) intermittent vacuum caused by air intake through the packing or in eddies, when water is low in the cooling-tower pan.

The second best remedy is to hang the pipe from shock-absorbing hangers especially at points near the zone of offending sound. Hangers will help dampen the vibration.

There is still another thought. If your strainer wasn't picked right, its cage may clog up easily. Also, the bot-

## Let's Hear from You . . .

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems.

Address letters to:

The Editor  
The Laundry Journal  
466 Lexington Avenue  
New York 17, N. Y.

tom of the strainer should have a flush-out valve. Be sure not to use a smaller size flush valve than the tapped flange size on the strainer. It defeats thorough washing out of the cage, makes clogging more frequent.

The pressure drop produced by fittings, valves in suction line, plus a limited head of water in the cooling-tower pan, may trim the water supply to the pump below safe pressure levels. Resulting cavitation might cause your pump to vibrate. The suction line can be simplified to eliminate this trouble. If you relocate your pump, run a straight pipe, without a 90-degree elbow, from the cooling-tower pan. The 4-inch connection is O.K. Also, instead of a strainer in the supply pipe, install a fine-mesh strainer in the cooling-tower pan.

The last idea that comes to mind is to install a solid-steel plate about 4 inches above the cooling-tower-pan outlet, extending 18 inches either side of it. Clamp the plate snugly to the inside of the pan to prevent formation of a vortex that could funnel air to the outlet. Water level should always be above this plate.

If the pan is shallow, boosting flow rate can drop water level, allow air to enter the pump suction. The ideal setup is a bottom-outlet deep pan, if you have building limitations that allow such an arrangement.

Elbows close together, turned in different planes, cause water to have helical flow. They can also cut pump capacity, make noise. Some pumps make noise when they're run too fast for smooth operation.

Here's an experience we heard of: In a large hot-water system, noise traveled over 700 feet to the farthest building. With a tuning fork it was

discovered that the noise matched middle C in the piano—a frequency of 264 r.p.s. The pump coupling had six bolts. And nameplate speed was 2,750 r.p.m.

Turbine drive and pump were realigned. The noise stopped. Realignment also eliminated excessive wear of bushings on coupling bolts.

—ENGINEERING EDITOR

## The Change-Makers

To the Editor:

Regarding your article "Here's a Vandal-Resistant Coin Changer" on Page 56 of your February 1961 issue, we appreciate the service you were trying to render. However, as the manufacturer of the product illustrated, we feel that the article was unfair and incomplete.

First of all, the coin changers pictured are machines which are primarily designed for attended locations. When used in unattended locations such as coin-op laundries, we, too, recommend that they be placed in a vault for extra protection. Your article leaves the impression that such protection must be "homemade," whereas we have for some time not only offered our customers a vault specifically designed for these older model machines, but we also offer an entire line of heavy duty changers with  $\frac{3}{16}$  steel cabinets and front-loading doors. This heavy-duty line of coin changers was advertised in your publication with a 2-color full page as late as January 1961.

We are not looking for free advertising, but in all fairness we do feel that your writer should have included in his article mention of the fact that vaults are available for such machines, and also that there is an entire line of products available specifically designed to meet this problem.

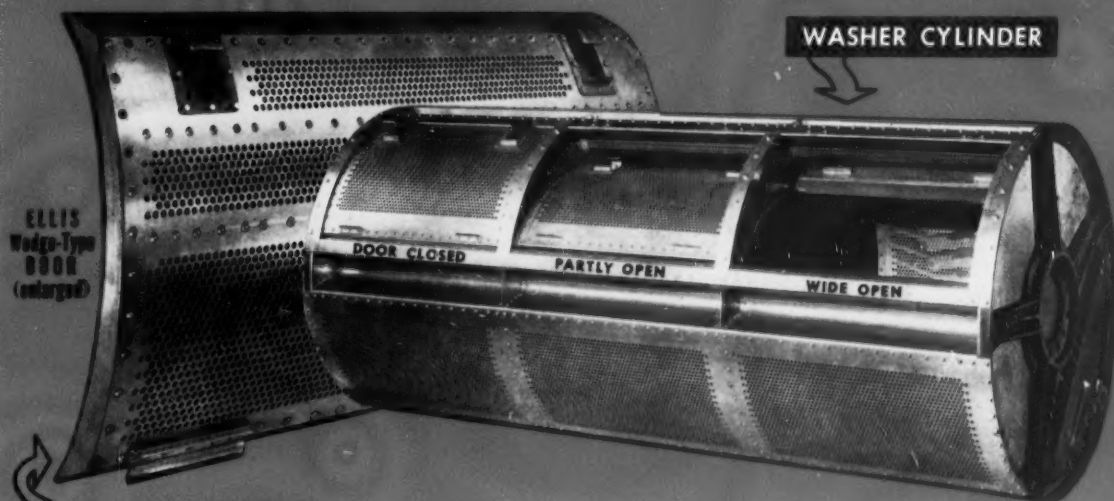
FRANK P. MCGRATH  
Director of Marketing  
Standard Change-Makers, Inc.  
Indianapolis, Ind.

You're right and we are sorry. The title could be misconstrued. Fortunately, most of our subscribers read the advertisements religiously.—EDITOR

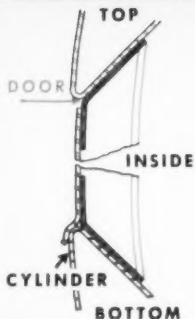
*like rare vintage wine...*

## THE ELLIS WEDGE TYPE DOOR

*improves with age*



### DOOR DETAIL



Note how the Door seats inside the cylinder on tapered jams and sills. Action of the load forces the Door into tighter fit and prevents movement.

The Ellis non-pinch Wedge-Type Door is another special feature developed exclusively for the Ellis line of Heavy Duty Washers. It is a guaranteed cylinder door, and the only one that improves with use and age.

The unique design insures a positive tightly sealed door under all operating conditions. This is achieved by seating the door from *inside* the cylinder. All four sides of the door are tapered, and seated in matching tapers in the cylinder.

The weight of the revolving load striking the door from the inside drives the door tightly into its seat, and prevents it from moving or working loose. When unlatched, the door releases instantly due to the tapered fit.

This trouble-free door laps in its seat, and actually improves with age. Abrasives from emery dust, filings, dirt or grindings, encountered in washing, have no damaging effect on it.

We have installations 25 to 30 years old where the original wedge-type doors are still in use... with no signs of impairment.

*Ellis advanced design and finely engineered construction help to protect your investment and prolong your equipment in service and economy. Contact us for your next washer installation.*

**The ELLIS DRIER Co.**

2444 NORTH CRAWFORD AVENUE

**HEAVY DUTY CHICAGO ONE GRADE**

Mr. George W. Krieh, Pacific Coast Factory Representative of The Ellis Drier Co., 1785 N. Spring St., Los Angeles 31, Cal.

### REPAIR PARTS

We carry a complete stock of repair parts for machines formerly manufactured by General Laundry Machinery Company

**Improve  
your  
service**

# START TO FINISH

**with the  
complete  
Cowles  
line of  
laundry  
products**

*soap builders*

**ESCOLLOID\*  
ESCOLIN\*  
ESCOLITE\*  
ESCOL 77\***

*complete  
detergents*

**SOL-ESCO\*  
SUPER DESOIL\*  
DRISUDZ\***

*synthetic  
detergents*

**LAUNTEX\*  
COLESCO\*  
Sted\***

*soap  
regenerator*

**ESCOFOS\***

*bleach*

**DRY CHLORESO\***

*blue*

**ESCOMO BLUE\*  
(R, NE & A)**

*sours*

**NEUBRITE  
FeSOLV  
NEUSOL  
NEULIN**

*starches*

**FLEXI-FINISH  
INSTANT FINISH  
PERFECT FINISH  
LINEN FINISH**

*dust control*

**DRYLITE\*  
KEX 501G**

*detergent silicates*

**DRYMET\*  
DRYSEQ\*  
DRYORTH\*  
CRYSTAMET\***

\*REGISTERED

Cowles has a product for every washing operation — a full line of compatible washroom products specially formulated to work well together. We call it "matched detergency" . . . you call it "customer satisfaction," because Cowles products have a remarkable record of quality performance.

Your Cowles Technical Man can help you build on past success. He has up-to-the-minute familiarity with Cowles research developments to solve your toughest problems from START TO FINISH.

Call your Cowles dealer today, and be sure to ask about the advantage of quantity pricing on truckload combinations.



**CHEMICAL COMPANY**

Cleveland 20, Ohio



